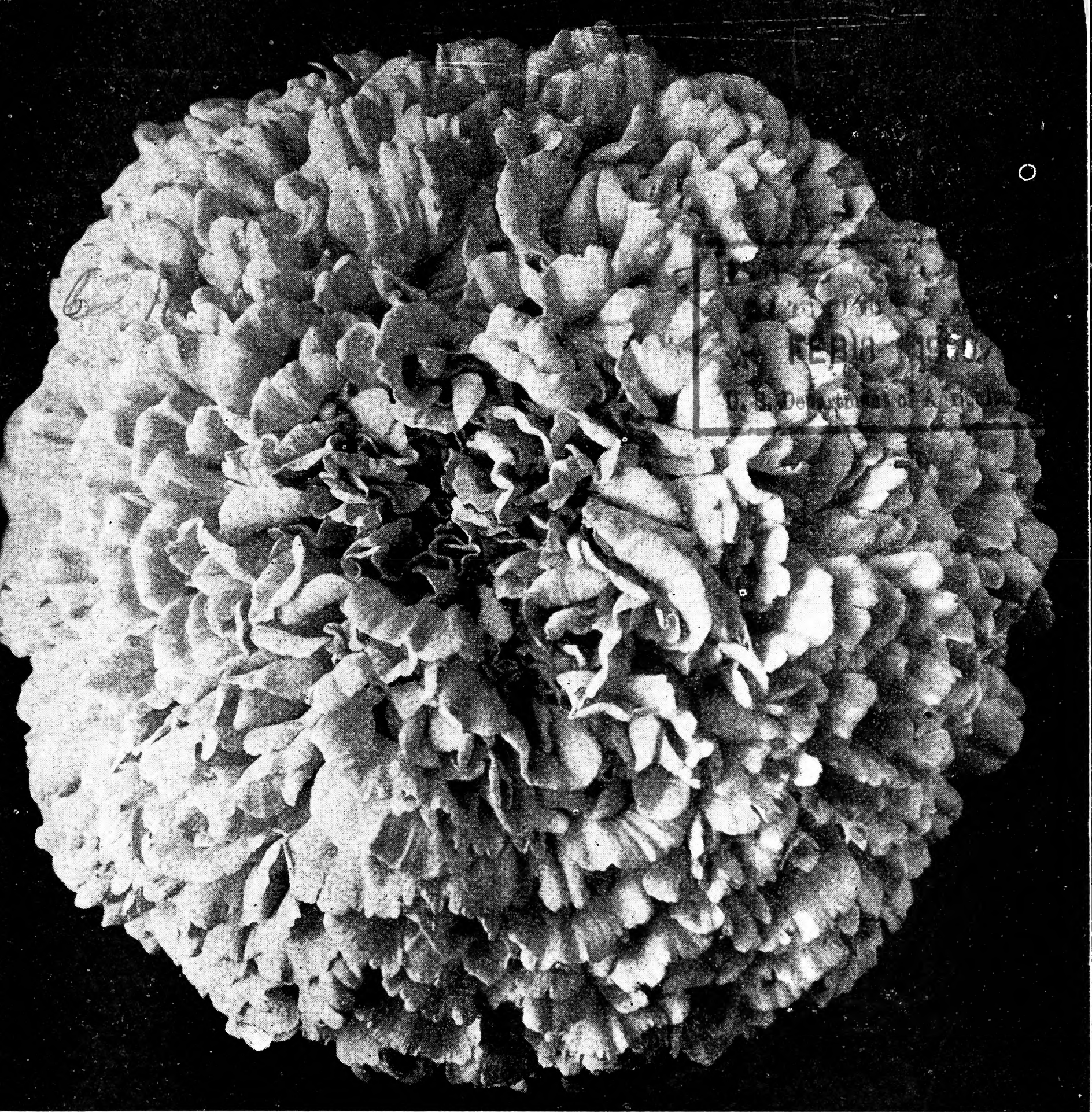


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Gigantic Full Double "Pot of Gold" Orange Marigold

A Super-Sunset Giant. Similar but bigger and better in every way. Can be grown to 5 inches or larger in any good garden. Has been grown to 7 inches with special care. (See illustration above.)

Color deep rich orange. Flowers delicately sweet scented. Grand for garden display and superb for cutting. Will keep for 10 days or longer when cut.

Plants strong and upright growing, with 6 or 8 heavy branches, each bearing 3 or 4 giant flowers. Begins to bloom a little earlier than Sunset Giants.

Sold in Pkts. only this season. Pkt. 20c; 3 pkts. for 50c.

LONG'S

1940 SPRING GARDEN BOOK
The J.D. Long Seed Co.
 BOULDER, COLORADO

"Miracle Marigolds"

Any Three 10c Pkts. 25c

Sunset Giants—Mixed Colors

Until "Gigantic Orange" came along, this was the largest strain of Marigolds. And is still grand and glorious.

The color range includes deep orange, golden orange, shades of yellow, and a delightful new shade of primrose. Plants extremely robust. Heavy foliage. Not every flower is fully double, but all are lovely types. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Crown of Gold The foliage, stems and golden flowers lack the usual Marigold odor. Medium size. Blooms early. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Golden Eagle Gold medal winner. The carnation-flowered 4-inch double flowers are luminous gold. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

Early Sunshine This is an EARLY strain of the beautiful Dixie Sunshine which blooms too late for most sections. The medium size blooms of bright yellow resemble a Pompon Chrysanthemum. Pkt. 10c; ¼ oz. 45c.

Harmony "Delightfully Different." The Scabiosa-like flowers of yellow are bordered rich maroon-red. The 12-inch bushy plants a mass of blooms. Pkt. 10c; ¼ oz. 20c; ½ oz. 35c.

Mexican Orange The bushy plants are heavily laden with unique semi-tubular petaled flowers of bright orange. Pkt. 10c; ¼ oz. 30c.

Gold Medal Blend Many new tall types. Shades of gold, orange and yellow predominating. The "ALL-IN-ONE" mixture you've been looking for. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Guinea Gold Brilliant golden orange, carnation-flowered. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Orange Prince Deep golden orange. Very large. Tall. Double. Pkt. 10c; ¼ oz. 25c.

Lemon Queen Equal to Orange Prince but yellow. Tall. Double. Pkt. 10c; ¼ oz. 25c.

Royal Scot Mahogany and gold in symmetrical stripe. Tall. Double. Pkt. 15c; ¼ oz. 30c.

Yellow Supreme Creamy yellow, carnation-flowered. Tall. Double. Pkt. 10c; ¼ oz. 25c.

Legion of Honor (Little Brownie.) Golden with crimson at base of each petal. Dwarf. Pkt. 10c; ½ oz. 25c.

55 CENT COLLECTION

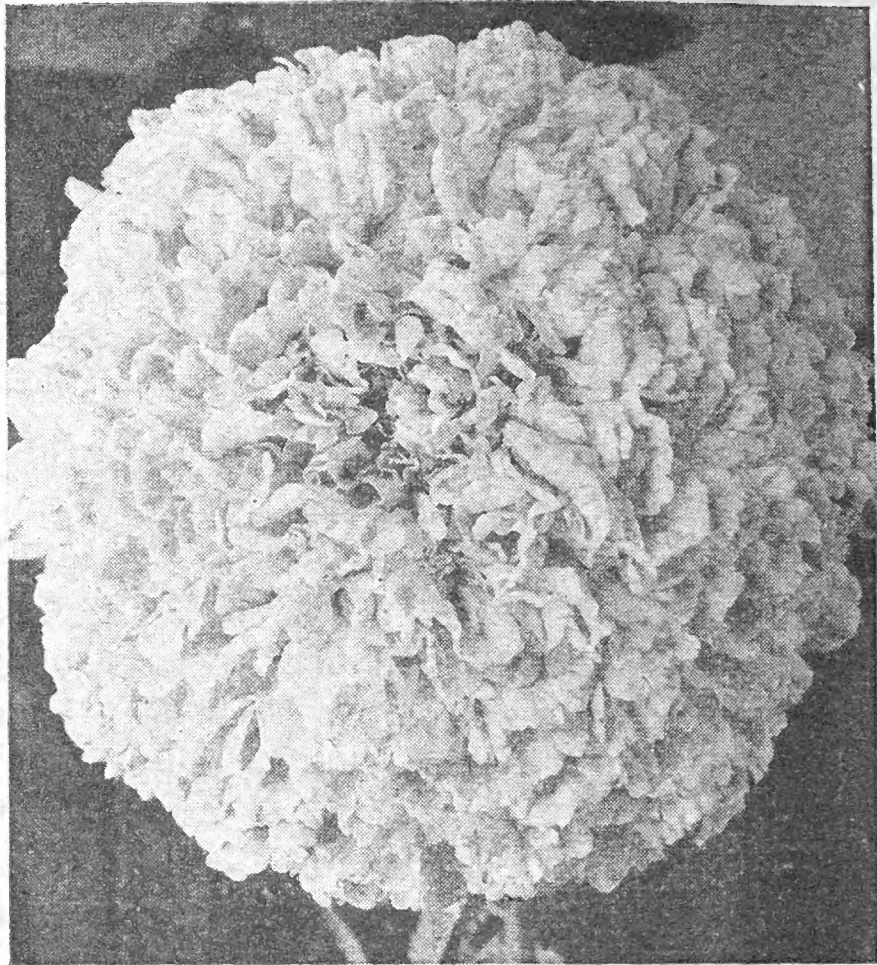
Sunset Giants	Gold Medal Blend
Crown of Gold	Orange Prince
Golden Eagle	Yellow Supreme
Lemon Queen	Harmony

One Pkt. Each (Value 80c), 55c

\$1.00 COLLECTION

One Pkt. each the 13 Marigolds in this column, PLUS one Pkt. Gigantea Orange, "Pot of Gold", (Value \$1.50.) All for \$1.00, prepaid.

Some Marigolds are now as grand
As mammoth "Mums" in football stand.
The "Pot of Gold" and Sunset Giants
Are going strong with all our clients.



"Pot of Gold" Marigold

"Pot of Gold" Marigold

(Bodger's GIGANTEA Orange Double)

Don't cry if your phone doesn't ring Tuesday night, informing you that THE "Pot of Gold" will be parked on your doorstep immediately by Western Union. We can't all win.

Wait a minute! We CAN all win! All you need is a little garden space and a packet of our "Pot of Gold Marigold". You'll win the most grand and glorious giant blooms of Marigolds you ever saw. Pkt. 20c.

Just sow the seed out doors in April, May, or early June. Thin to a foot or more. Give plenty of room and good care. Or, start a few seeds indoors, too, for early plants. They transplant easily. "ORDER A PACKAGE TOMORROW." Order 3 pkts. at special price, 50c.

Marigold Musings

Such marvelous improvements have been made among the various types of Marigolds by expert hybridizers that the results are almost unbelievable.

Personally, I'm not so keen about "getting shed of" the Marigold odor altogether. But that has been done, as one extreme, while with other new creations the Marigold odor of the foliage has been diluted, and the flowers made sweet scented.

Marigolds as cut flowers. Few flowers keep longer after being cut. For days and days Marigold blooms look as fresh as though in the garden. Change water often. Cut a bit off the stems every few days. Keep them cool.

Ever notice how Marigolds stand the early light frosts? They stay with you longer than most annuals. Calendulas and Delphiniums are also among those present to the last. Most Marigolds described as double show a per cent of semi-double and maybe a few singles. But the semi-double flowers are also very pleasing.

A little Marigold seed goes a long ways. Sow after ground warms up, thinly. Plants should be from 1 to 2 feet apart after final thinning or transplanting. The smaller kinds closer than the gigantic strains.

Delightful DELPHINIUMS [Perennial]

Delphiniums, called "Dels" for short.
You now can have—most any sort.
New colors, forms and types we see,
Pacific Giants, most like a tree.

An amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink.

And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

It's fascinating to grow in masses the various colors, all harmonizing, the way they come in my grand and glorious "**SPECIAL MIXTURE**," including the cream of all kinds listed on this page. Sow outdoors early in spring. Plants live over winter, increase in size and vigor.

LONG'S Special Mixture

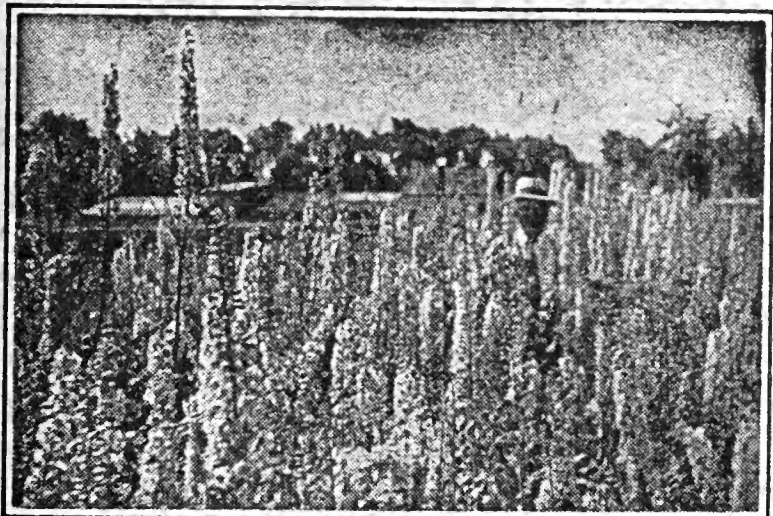
Seed from best exhibition plants. Many types, colors and shades. Mixed colors only; Pkt. 50c; 1/4 oz. \$2.00.

Belladonna Improved Turquoise-blue, single flowers. Pkt. 15c.

Bellamosum Improved Similar to Belladonna but color of flowers intense, rich deep blue. Pkt. 15c.

"Summer Cloud" A white Delphinium. Type similar to Wrexham. Fine. Pkt. 25c.

Gold Medal Hybrids Splendid range of colors from pale lavender to indigo-blue. Pkt. 15c; 1/4 oz. 55c.



Some of My Delphiniums from Seed

Delphinium Plants

LONG'S SPECIAL MIXTURE

Field seedlings, many of which bloomed last year. Not large roots. I do not recommend moving large roots. Those I ship will thrive and bloom.

SPECIAL: 10 roots \$1.00; 22 for \$2.00; 36 for \$3.00. Prepaid. (MIXED COLORS ONLY.)

NOTE: Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your early gardening.



Pacific Giants

Huge flowers beautifully spaced on well branched spike. Thin woody stems. Practically all double. Mildew resistant to a large degree. Doubtless the most spectacular strain to date. Mixed colors, in charming variety of shades and tints. Pkt. 35c.

Wrexham or Hollyhock Type

A grand giant flowered strain similar in type to the Pacific Giants illustrated above.

Light Blue Shades Art (Pastel) Shades
Deep Blue Shades All Shades Mixed
Any these, Pkt. 30c. All 4 for \$1.00.

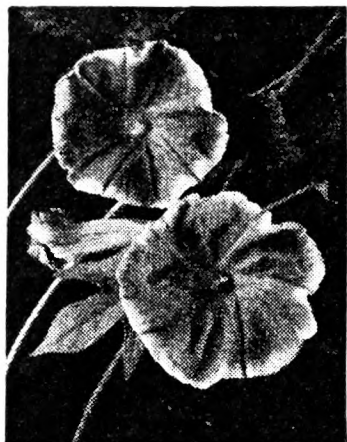
PESTER THE PESTS. Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.

All Dels should bloom the second year,
But here's some news that's good to hear.
If sow the seed in EARLY spring,
Some blooms you'll pick first year, by jing.

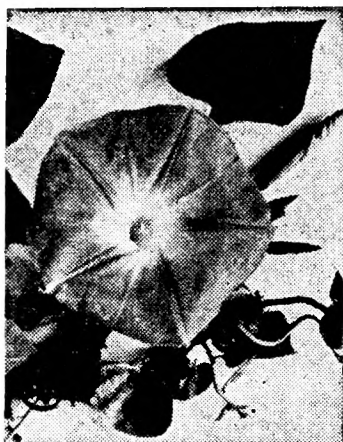
Magnificent
Mammoth

Meandering MORNING GLORIES

(These small illustrations are, of course, much reduced in size)



Cornell



Heavenly Blue



Scarlett O'Hara



Dwarf

Mammoth "Heavenly Blue"

The best known and still the most popular giant Morning Glory.

Clark's Early Strain, developed at Denver, is the kind we offer. The seed is produced here, a mile above sea level, thus retaining this early blooming trait. It's immense. And beautiful. Pkt. 10c; 3 pkts. 25c; ½ oz. 50c; oz. 90c.

New Mammoth "Cornell"

Color, red with white border, the colors of Cornell University—good old Cornell!

"Cornell" is an early bloomer, sometimes beginning when plants are 2 feet high, continuing as the vines romp, ramble and meander till frosts. Seed scarce. Pkt. 15c; 2 pkts. 25c.

New "Crimson Rambler"

Ruby red with white throat. We might call this "Cornell in Reverse". A true Convolvulus or "twiner" of vigorous growth and free blooming habit. Large. Pkt. 15c; 2 pkts. 25c; ¼ oz. 35c; ½ oz. 60c.

"Scarlett O'Hara"

You guessed it. The color is RED—bright rosy red.

The five veins radiating from its throat in the form of a 5-pointed star, are still more brilliantly colored.

The large flowers, 3½ to 4 inches across, are freely produced on fast growing vines which start blooming in about 65 days after germination.

The blooms remain open longer than other Morning Glories. Nice for pots also, if pinched back.

Scarlett O'Hara was a Gold Medal winner in the All-American Trials for 1939.

The seed of this recent popular introduction is still scarce. But we have reduced prices from last season.

PRICES FOR 1940:
Pkt. 10c; ¼ oz. 30c; ½ oz. 50c

SPECIAL: Any two 15c pkts. Morning Glories on this page (your choice of kinds) for 25c. Any 3 for 35c.

45c "Glory" Collection

One Pkt. Each:

Scarlett O'Hara
Heavenly Blue

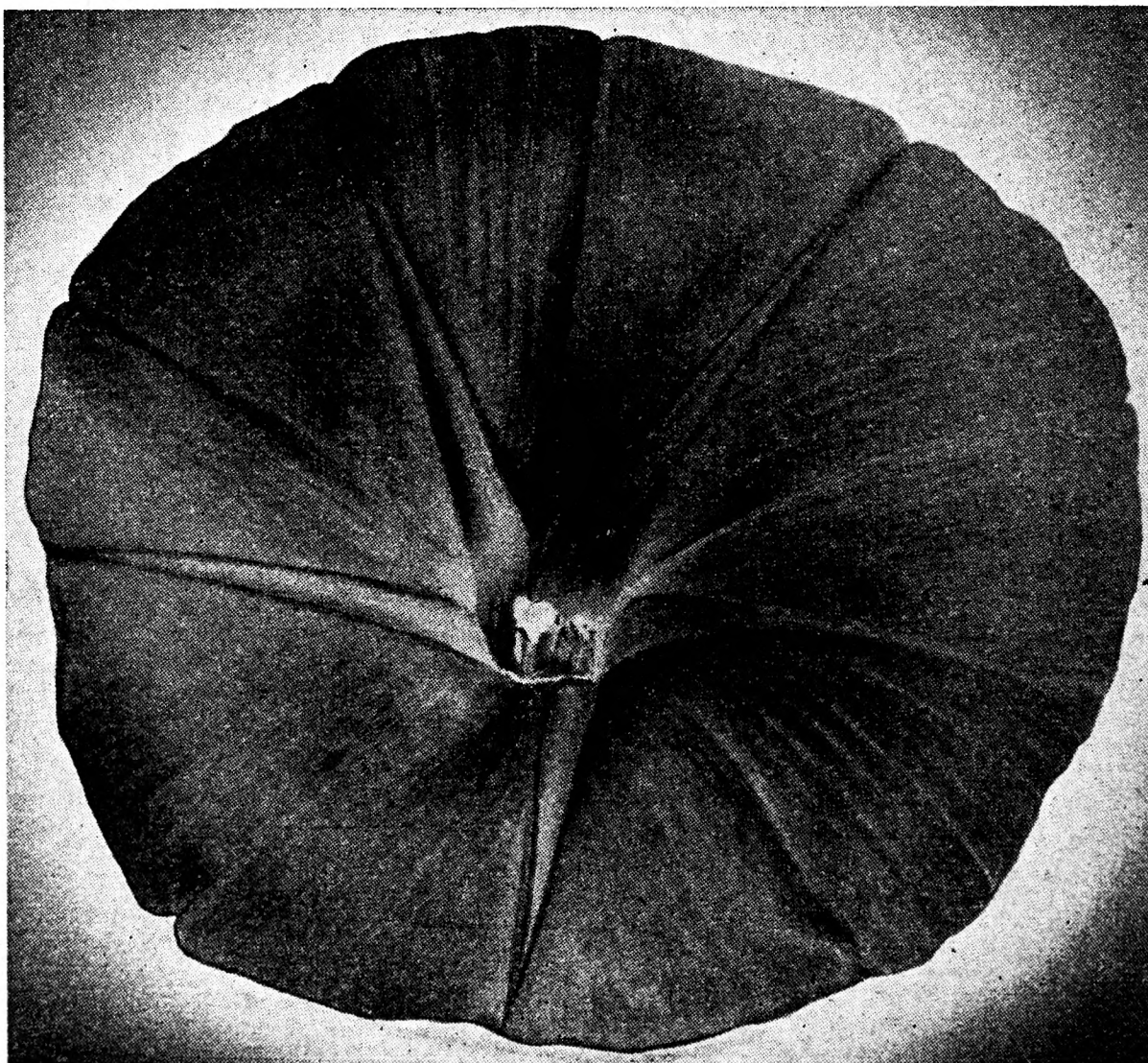
Cornell
Crimson Rambler
Rose Marie

Total Value, 65c. Special 45c for all.

"Mile-A. Minute" Vine

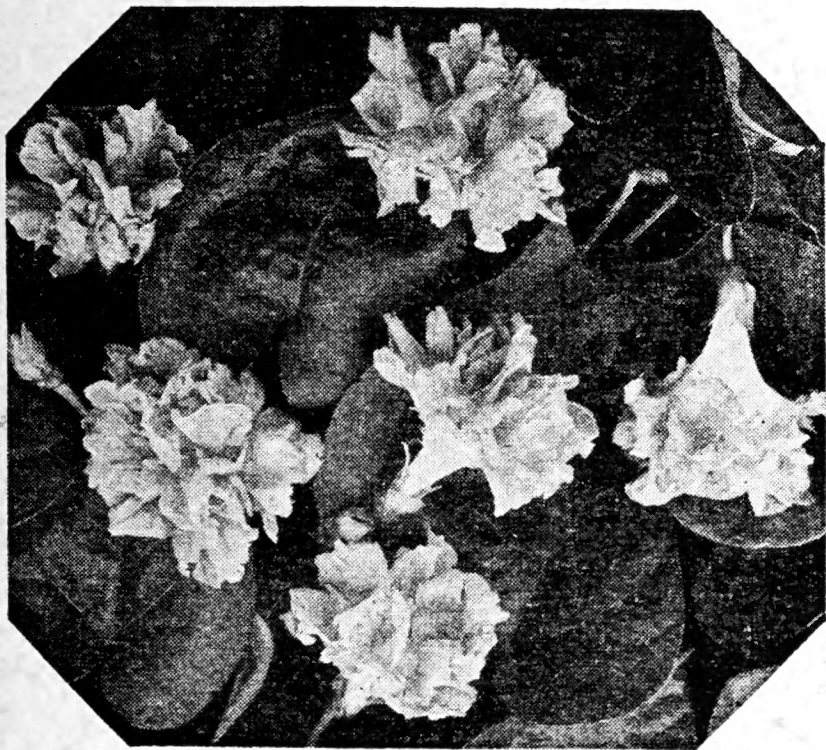
Also called Alamo Vine. Not so fast as name implies, but runs 15 to 20 feet. Foliage finely cut. The 1½ in. blooms are creamy white. Sounds interesting. Pkt. 10c; ½ oz. 25c.

The "Mile-A-Minute" vine is new,
At least up north it's grown by few.
Has done right well of late they say,
For those who live "Down Mexico Way."



Scarlett O'Hara

MORE MORNING GLORIES



Double "Rose Marie"

Deep rose double flowers of medium size. A climber, tho not so rank growing as single kinds. But a novelty of real merit. "Delightfully different." Pkt. 15c; ¼ oz. 35c.

The Morning Glory, "Crimson Rambler,"
Is something new, a rapid ambler.
The color's red, much like "Cornell,"
But throat is WHITE—just watch it sell!

Japanese Colors run from white through all shades of blue and red, from palest pink to darkest reds and purples. The leaves are very ornamental. Pkt. 10c; 3 pkts. 25c; oz. 30c.

Tall Mixed Always popular for fences and screens, etc. Fine mixed Pkt. 5c; oz. 20c.

Dwarf Mixed Bushy growth good for beds or borders. Mixed colors. Pkt. 5c; oz. 20c.

NOTE Very few people seem to have seen and enjoyed this DWARF Morning Glory. A bush of this is delightful, and a row or border is a sight for sore eyes.

That Morning Glory, "Heavenly Blue."
It can't be beat for lovely hue.
The strain we sell is EARLY CLARK,
The tone is light, instead of dark.

"That ain't the way I heerd it"

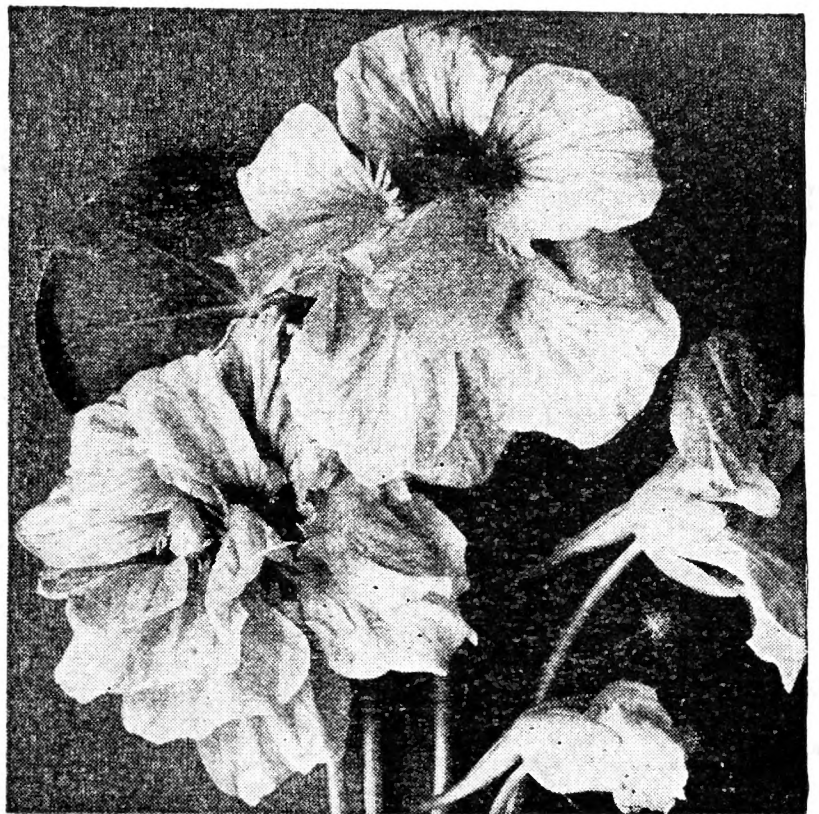
Way I heerd it wuz, one feller sez to t'other feller. "That there whoppin' big blue Mornin' Glory is the climinest thing I ever seed.

"One day I was standin' clost to a row of this rapid climin' wonder. I wuz a restin' an' leanin' on my hoe—kinda dreamin' like.

"Fore I knowed it, one of them vines reaches over, winds itself 'round my hoe handle, an' then comes a climbin' up my arm, takin' a loop 'round my neck, then 'round my ear.

"I wuz bare headed, an' when I say bare I mean bare. That vine couldn't git a foot holt on my bald head, so started to run down my back. 'Bout then I come to, and made my escape." Yep. that's the way I heerd it.

Scarlett O'Hara Morning Glory—
You'll find, another page, our story.
It's here right now, not gone with wind.
Our seed is good, it never sinned.



Sweet Scented Double Nasturtiums

Any 3 Pkts. 25c

Golden Gleam The original sweet scented double Nasturtium. Large Pkt. 10c; oz. 20c.

Mahogany Gleam Dark Mahogany red of unusual color. Large Pkt. 10c; oz. 25c.

Orange Gleam The deep glowing golden orange is a stunning color. Large Pkt. 10c, oz. 25c.

Salmon Gleam A delicate golden salmon. Large Pkt. 10c; oz. 25c.

Scarlet Gleam Immense blossoms of fiery orange scarlet. Large Pkt. 10c, oz. 20c.

Double Gleam Hybrids A grand and glorious mixture of salmon, golden yellow, orange, scarlet, cerise, crimson and gold flushed scarlet. Large Pkt. 10c; oz. 20c.

Golden Globe A vivid golden yellow. The plants are dwarf and compact. Flowers semi-double. Good for edging rockery and beds. Large Pkt. 10c, oz. 20c.

Double Gem Mixture Dwarf, compact plants. The sweet-scented, semi-double flowers cover the little plants in shades of yellow, orange, scarlet, crimson, salmon, cream, maroon. Large Pkt. 10c, oz. 20c.

Nasturtium Collection

1 Pkt. each

of the above 8 kinds. 80c value, postpaid for.....

45c

1 Oz. Each Kind for \$1.00

Nasturtium colors are a riot
When plants are put upon a diet.
Rich soil produces lots of vine,
But blooms are less, and lack that shine.

ZINNIAS

All Zinnias on this page at same packet prices:
One Pkt., 10c; 3 Pkts. 25c.
7 or more Pkts. at 7c each.

Dahlia-Flowered Zinnias

CANARY BIRD. Immense primrose.
CRIMSON MONARCH. Gigantic red.
DREAM. Deep lavender, turning purple.
EXQUISITE. Light rose, center deeper.
LEMON BEAUTY. Golden-yellow on brown.
ORIOLE. Orange and gold bicolor.
POLAR BEAR. Pure white. Very large.
PURPLE PRINCE. Rhodanthe purple.
SCARLET FLAME. Bright scarlet-orange.
MIXED DAHLIA-FLOWERED. Above mixed.

Long's Mammoth Zinnias

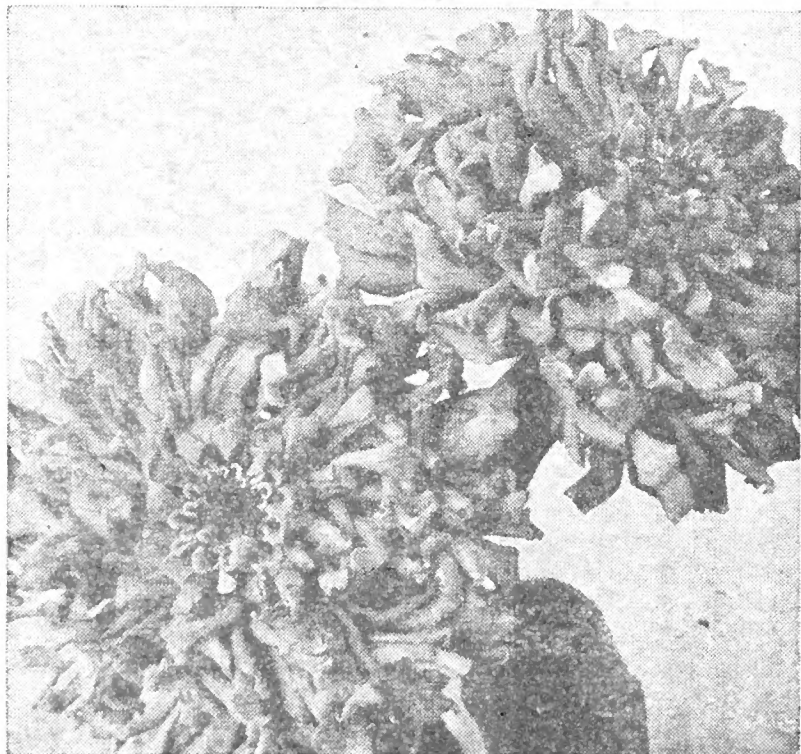
(Also called California Giants)

BRIGHTNESS. Bright pink, lovely.
LAVENDER GEM. Deep lavender.
ORANGE QUEEN. Golden orange.
PURITY. Biggest white.
SALMON QUEEN. Salmon-rose.
SCARLET GLOW. Deep scarlet.
VIOLET QUEEN. Deep purple.
MIXED MAMMOTH. Above, mixed.

Lilliput (Pompon) Zinnias

Small, compact flowers on strong stems. Fine for cutting. Keep long time.

CANARY YELLOW. Fine for cutting.
RED RIDING HOOD. Bright scarlet.
SALMON-ROSE. Loveliest of all.
ROSEBUD. Bodger's rose-pink.
VALENCIA. A real deep burnt orange.
WHITE GEM. Best white Lilliput.
MIXED LILLIPUTS. Above, mixed.



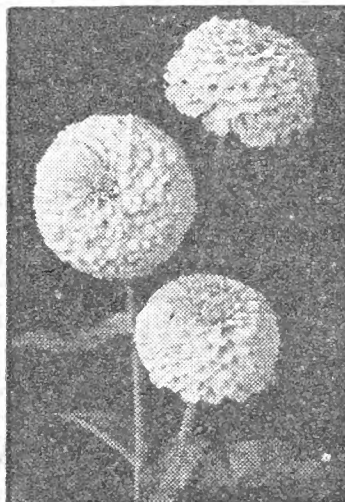
Fantasy Zinnia "Wildfire"



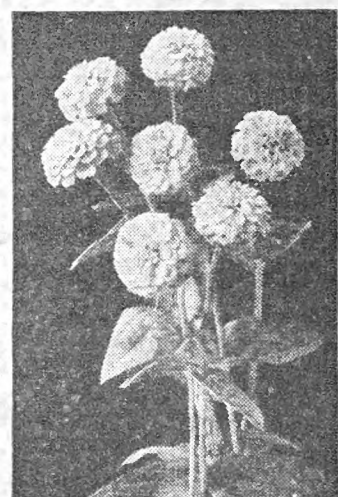
Zinnia "Will Rogers"

New Zinnia—"Will Rogers"

A fine large scarlet-red of unusual brilliance in the popular Dahlia-flowered giant type. **Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 75c.**



Lilliput Zinnias



"Tiny Tim" Zinnia

Cupid Zinnia "Tiny Tim"

New. Compact 12 in. plants. Upright stems. Bloom one inch. A mass of dazzling red all summer and fall. Ideal for cutting. Just the thing for small vases. **Pkt. 10c; 1/4 oz. 40c.**

Tom Thumb Zinnias

Compact plants, 4 to 6 inches. For small beds and borders. Mixed. **Pkt. 10c; 1/4 oz. 35c.**

Fantastic "Fantasy" Zinnias

The most fascinating new type introduced for years. Fantasy is a very informal happy-go-lucky, shaggy type. Mixed colors. **Pkt. 10c; 1/4 oz. 30c.**

Fantasy Zinnia—"Wild Fire"

A dashing, dazzling separate color in the "Fantasy" type. This vivid "Ragged-Red" brightens up the garden like nobody's business! **Pkt. 10c; 1/4 oz. 45c.**

Since Grandma's flower garden days,
 The Zinnia's changed, in many ways.
 The kinds that last so long when cut,
 Are "Tiny Tim" and Lilliput.

ZINNIAS

(CONTINUED)

All Zinnias on this page at same packet prices:

**One Pkt., 10c; 3 Pkts. 25c.
7 or more Pkts. at 7c each.**

Zinnia Prices By Weight

	¼ oz.	½ oz.	1 oz.
DAHLIA-FLOWERED	\$0.25	\$0.45	\$0.80
MAMMOTH25	.45	.80
MASTODON MIXED20	.35	.60
LILLIPUT (Except Pastel)25	.40	.70
LILLIPUT Pastel Shades...	.30	.50	.90
EARLY WONDER "GYPSY"40	.70	1.25
"FANTASY" Mixed30	.50	.90
SCABIOSA-FLOWERED35	.60	1.00

Mastadon Mixed Zinnias

ALL-IN-ONE. Mixture of Dahlia-Flowered and Mammoth in giant size and rare colors. Pkt. 10c; ¼ oz. 20c; ½ oz. 35c; oz. 60c.

Zinnia "Collections"

At our very special prices of 7c a Pkt. in lots of 7 or more (your choice of any kind we list) you can make up your own money saving Zinnia Collections.

Extra Early Zinnia "Gypsy"

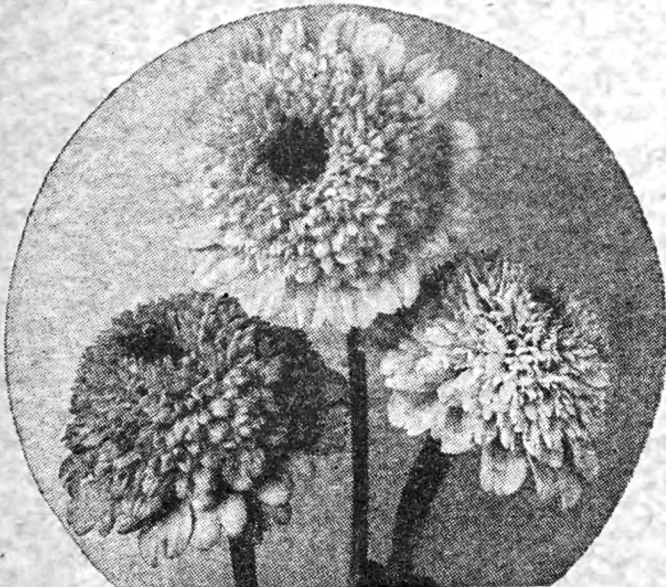
Z50. Exceedingly EARLY, double, long stems. Color deep rich burnished orange. Often blooms 40 days after seed sown out doors. Pkt. 10c; ¼ oz. 40c.

Gaillardia-Flowered Zinnias

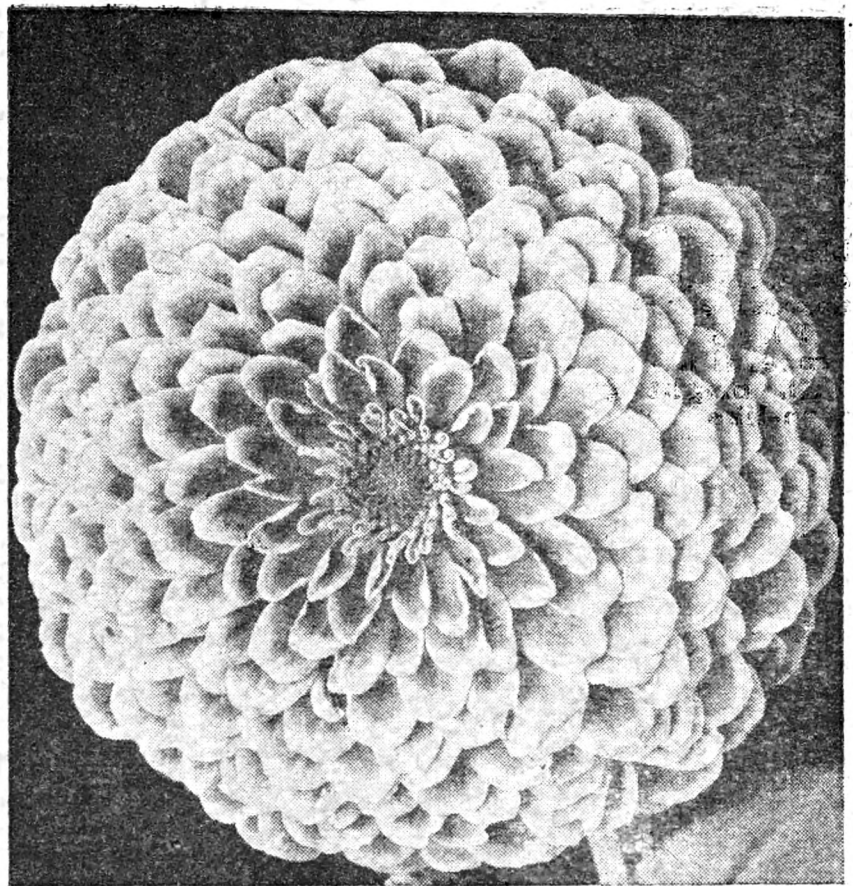
Another type, with flowers of medium size on good stems. Colors range through mellow tones of rose, pink, bronze, yellow, orange, and lavender combinations of these colors. **Mixed colors.** Pkt. 10c; ¼ oz. 30c.

Scabiosa-Flowered Zinnias

Plants about 3 feet high bear medium sized flowers remarkably resembling the popular annual Scabiosa. A grand mixture of colors, including crimson, scarlet, orange, yellow, pink and white. Pkt. 10c; ¼ oz. 35c.



Zinnia—Scabiosa-Flowered



Zinnia—"Crown O'Gold"

Crown O' Gold Zinnia

An outstanding novelty. Each petal of the flower is overlaid with deep golden yellow at the base, shading to lighter yellow at the tips. Pkt. 10c; ¼ oz. 35c.

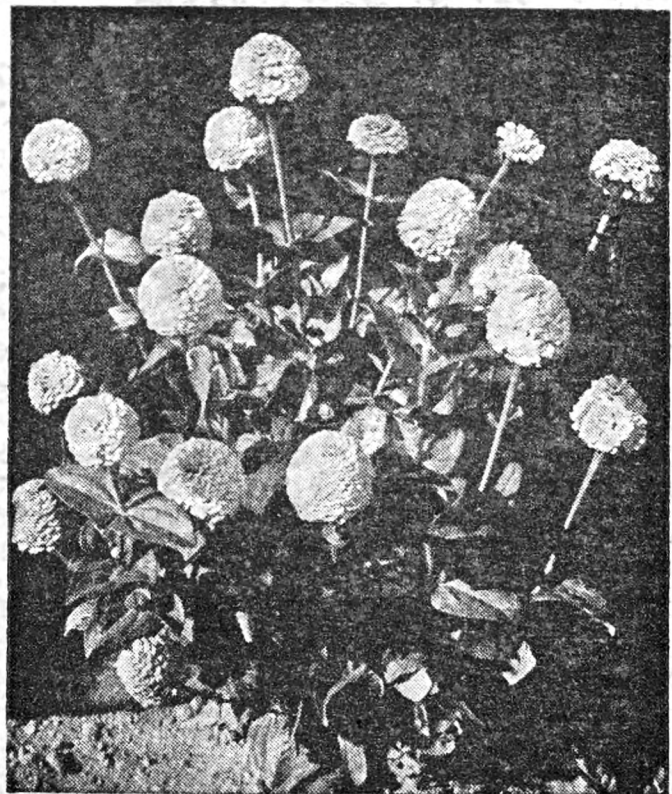
Mexicana Zinnias

Small double and semi-double flowers, mixed colors from yellow to mahogany-red, many being two-toned. Plants about 9 inches tall. Different from other Zinnias. Pkt. 10c; ¼ oz. 35c.

A lady customer of ours
Calls Zinnias the "bill-board" flowers.
I think the statement's right well said,
She hit the nail plum on the head.

Lilliput Pastel Shades

Shades of apricot, peach, creamy yellow, delicate salmon, light rose and orchid. Early blooming. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.



Lilliput Pastel Zinnias

NEW ICELAND POPPIES (Nudicaule) (Hardy Perennial)

While Iceland Poppies are hardy perennials, they flower the first year from seed, blooming almost as quickly as the annual sorts.

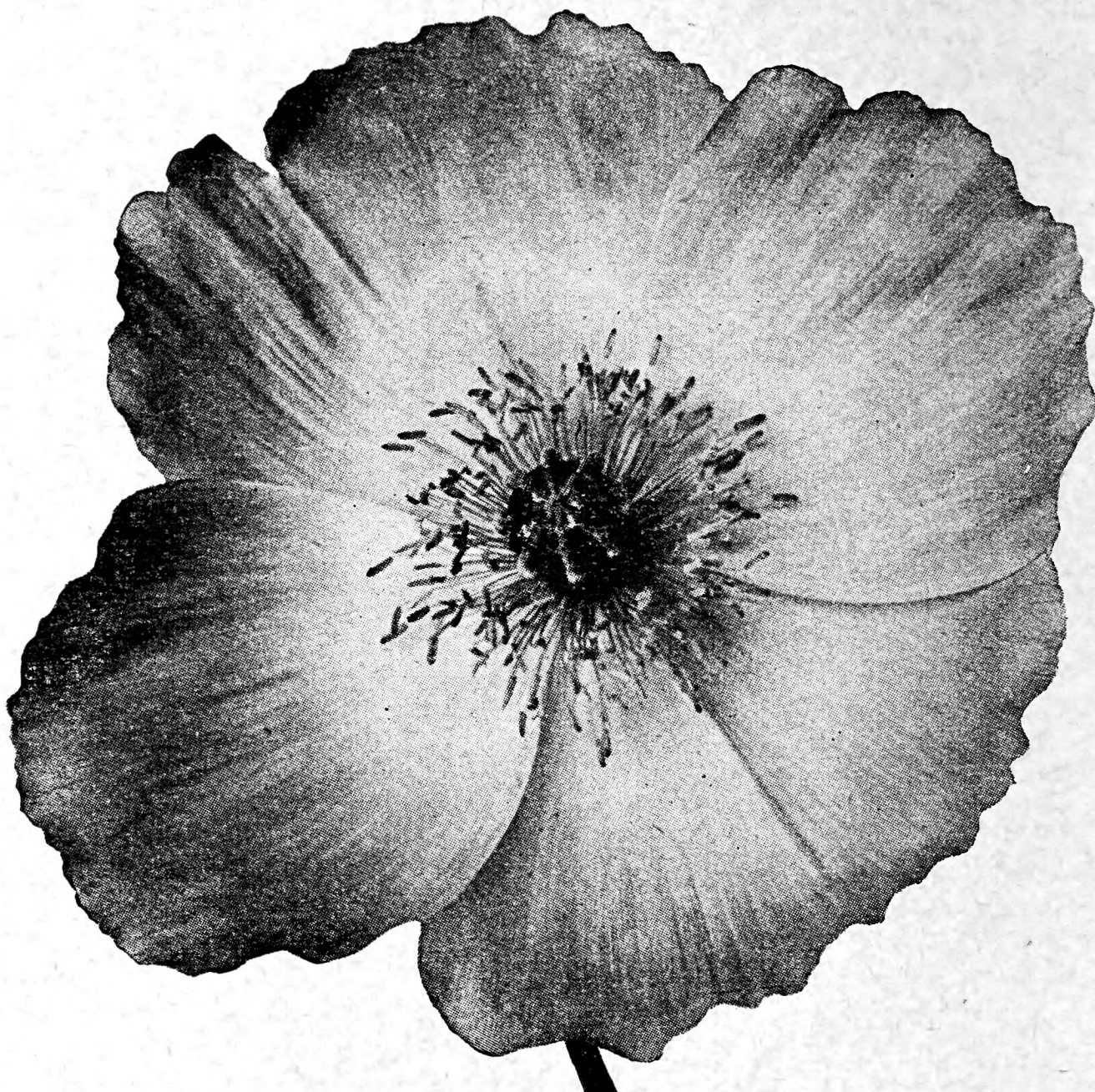
They are of graceful neat habit with bright green fern-like foliage, formed in tufts from which issue slender stalks about 15 inches high, bearing their brilliant flowers in endless profusion. Most useful for cutting, for which purpose pick when in bud. If the seed pods are picked off, they continue in flower the entire season.

We have had Iceland Poppies begin blooming with the Tulips and at least a few in bloom every day after until November.

Don't forget—the more you pick them, the more they bloom. Don't let seed pods form.

They remain ever green throughout the winter, coming in to bloom early the following spring.

Iceland Poppies are valuable also in a hardy border or in a permanent rock garden.



Poppy, Yellow Wonder—Extra large flowers, extra long stems.

Imperial Jewels From originator's description. "Dazzling as a rainbow, shimmering in summer mist. Scintillating as the Imperial Crown Jewels. The finest, most outstanding Iceland Poppy yet produced.

"Wonderful shades of yellow, orange, pink, salmon, rose, red, and pastel shades, hues of apricot, buff and chamois.

"Flowers beautifully frilled and fluted many semi-double, and all very large. Stems very long, wiry and strong." (He's got something there—JD.)

This glorious mixture, Pkt. 25c; 1/8 oz. \$1.00.

"Pastel Shades" From New Zealand. A special mixture of pink, rose and pastel shades. Very lovely, and fine for cutting. Pkt. 25c; 1/8 oz. \$1.00.

El Monte Deep tangerine-orange, distinct in color from other lovely varieties. Tall. Large Pkt. 15c; 1/8 oz. 60c.

Yellow Wonder The showy, cup-shaped flowers, 4 inches across, are rich lemon-yellow, changing to bright buttercup-yellow with lighter centers—The color is made especially vivid by the silky sheen of the broad, round petals.

Plants are strong growing and very free flowering. Long stems about 2 feet high. Showy in the garden and lovely for cutting. Pkt. 15c; 1/8 oz. 60c.

The Iceland Poppy, dainty, frilled,
Doth thrive in heat, or weather chilled.
It blooms and blooms, then blooms some more,
And smiles at you near your back door.

Sanford's Giants A new giant strain with flowers of wonderful substance carried on strong stems 2 to 3 feet long. Many of the blooms measure 5 inches in diameter. The range of colors is particularly fine, including many lovely delicate shades and combinations of tints, all in one mixture. Pkt. 15c; 1/8 oz. 70c.

Sunbeams (Mixed.) This is the result of a cross between the Shirley and Nudicaule types. Charming shades of orange, salmon, maize and other tints. Pkt. 10c; 1/8 oz. 40c.

Iceland Poppy Collection

Imperial Jewels
"Pastel Shades"
El Monte
Yellow Wonder
Sanford's Giants
Sunbeams, Mixed

ONE PKT. EACH
(Value \$1.05) for

70c

"That ain't the way I heerd it"

Way I heerd it, one feller sez, "There wuz a smart aleck named Ned, who dined before he went to bed on lobster and ham, and cookies and jam, and when he woke up he was dead."

T'other feller sez, "Too bad Ned didn't tend a garden and eat more garden sass. Ned shoul'da et lettuce, carrots, cabbage, an' tomatoes fresh from his own garden. They is jest a teemin' with pantomimes."

PANSIES

Mile-High Monsters

Special strain developed here in Colorado, a mile above sea level. Size, form, colors, and robust plants very outstanding. **Mixed Pkt. (160 seeds) 25c. Special Pkt. (1,000 seeds) \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.50.**

Super-Giant Mixture

My own mixture, so popular for many years. I put in "a pinch of this and a pinch of that" from finest varieties, including Mile High Monsters and Engelmann's Giants this season, to make one grand and glorious "Super-Giant Mixture". **Pkt. 25c; 5 Pkts. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.50.**

Maple Leaf Giants Mixed

Leaves and blooms both extra large, of heavy substance. Unusual colors. **Pkt. 25c; 5 Pkts. \$1.00.**

Engelmann's Giants Known the world over as one of the largest and finest strains of modern Pansies. Immense flowers in a wide range of best colors are produced on compact, early flowering plants. **Pkt. 25c.**

White Large, but not the giant type. **Pkt. 10c.**

Mad. Perret Rose shades, mixed. **Pkt. 10c.**

Giant Masterpiece Many petals are curled; mostly dark, velvety shades. **Pkt. 10c.**

Giant Bugnot Shades of red, bronze, and reddish cardinal. **Mixed. Pkt. 15c.**

President Carnot White with violet blotches. Larger than the all-white. **Pkt. 10c.**

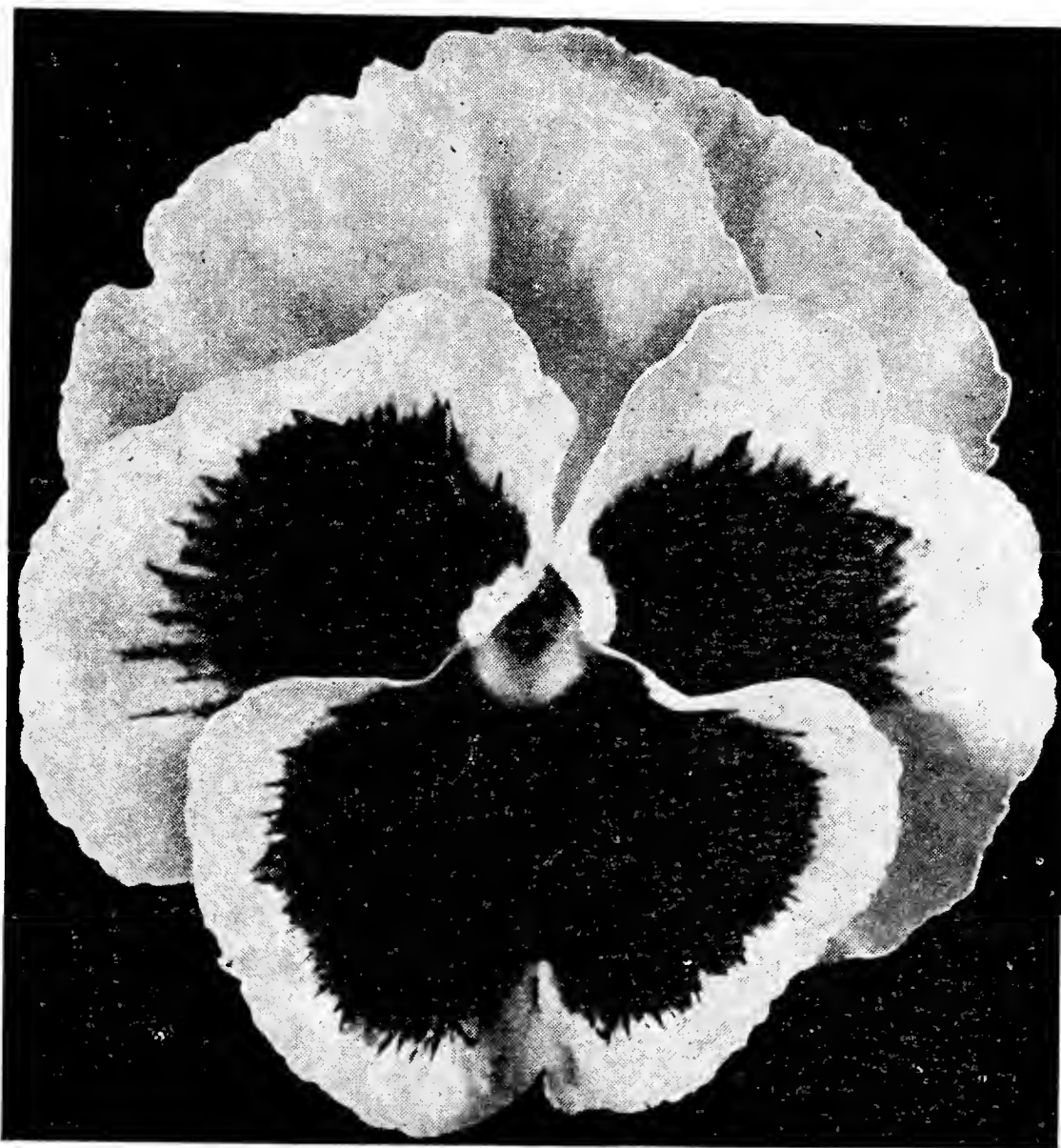
Swiss Blue Distinct and beautiful. Center darker. **Pkt. 15c.**

Swiss Cardinal Rare color in pansies. Rich cardinal and vivid garnet shades, mixed. **Pkt. 15c.**

Swiss Yellow Lovely golden yellow with brown blotches on lower petals. **Pkt. 15c.**

Swiss Giant Mixed Flowers are of large size, great substance, novel colors. **Pkt. 10c.**

Triumph of the Giants The fine giant blossoms are on long stems. Petals curled and overlapping. Colors rich, running to tones of red, brown, copper, deep yellow, with darker centers. **Pkt. 20c.**



Our Pansy plants have lots of roots.
Out doors all winter with no boots,
Nor any other kind of kiver.
They take it on the chin and shiver.

Ruffled Giants Many petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. **Pkt. 20c.**

Adonis **LIGHT BLUE.** Light blue with lighter margin. **Pkt. 10c.**

Prince Henry **DARKEST BLUE.** Rich deep blue. **Pkt. 10c.**

Any 10c Packets: 3 for 25c; 5 for 40c.
Any 15c Packets: 2 for 25c; 5 for 50c.
Any 20c Packets: 2 for 35c; 5 for 75c.
Any 25c Packets: 2 for 45c; 5 for \$1.00.

Outdoor Pansy Plants

Grown from my **SUPER-GIANT-MIXED** seed. **Mixed colors only.** If you want any other kinds, buy the seed and sow in your garden, or start indoors and transplant.

100 Plants \$2.00, Prepaid

This special price is for what I call the **TRANSPLANTING SIZE.** They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. **But all come into bloom very soon** after planted in your garden. Buy **TRANSPLANTING SIZE.** More pansies for the money. They ship and transplant better than plants in bloom. All will bloom soon. 40 for \$1.00; 100 for \$2.00. (Ready about April 1st.)

When comes to super Pansy seed,
We have the kinds that you will need
To make your neighbors Oh and Ah,
And tickle ma and grandpapa.

Pansy Plants will be shipped only as far as 5TH ZONE—Not east of Chicago or south of Memphis, Tenn.

CALIFORNIA POPPIES (Eschscholtzia)

Salmon Beauty Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt. 10c; ¼ oz. 30c.

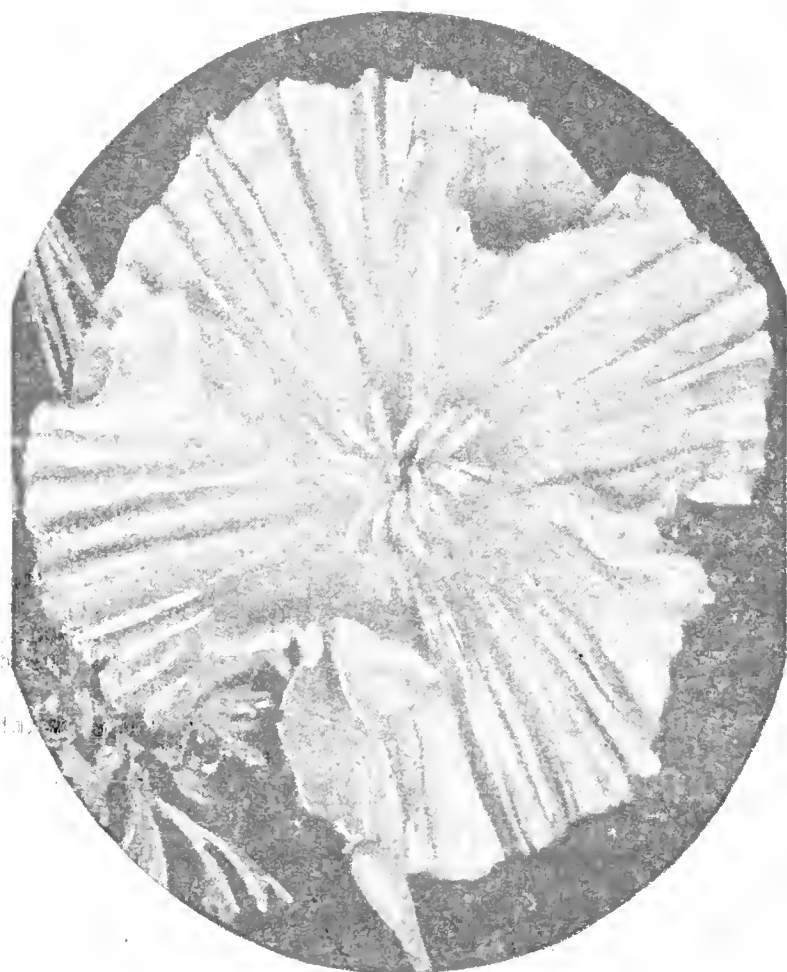
Copper Bowl Bronzy-red, overlaid terracotta. Pkt. 10c; ¼ oz. 35c.

Crocea Rich orange. Double Pkt. 10c; ¼ oz. 30c.

Geisha Brilliant scarlet outside; inside rich golden orange. Pkt. 10c; ¼ oz. 30c.

Vesuvius Rich, glowing, striking red. Pkt. 10c; ¼ oz. 25c.

Golden West Orange. California State Flower. Single. Pkt. 10c; ½ oz. 25c.



California Poppy—"Ramona"

Rocky Mountain Columbine

The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue, petals white. Does best in partial shade. Plant early. Starts growth early in spring.

ROCKY MT. COLUMBINE SEED. Pkt. 10c; ¼ oz. 40c; ½ oz. 75c; oz. \$1.25.

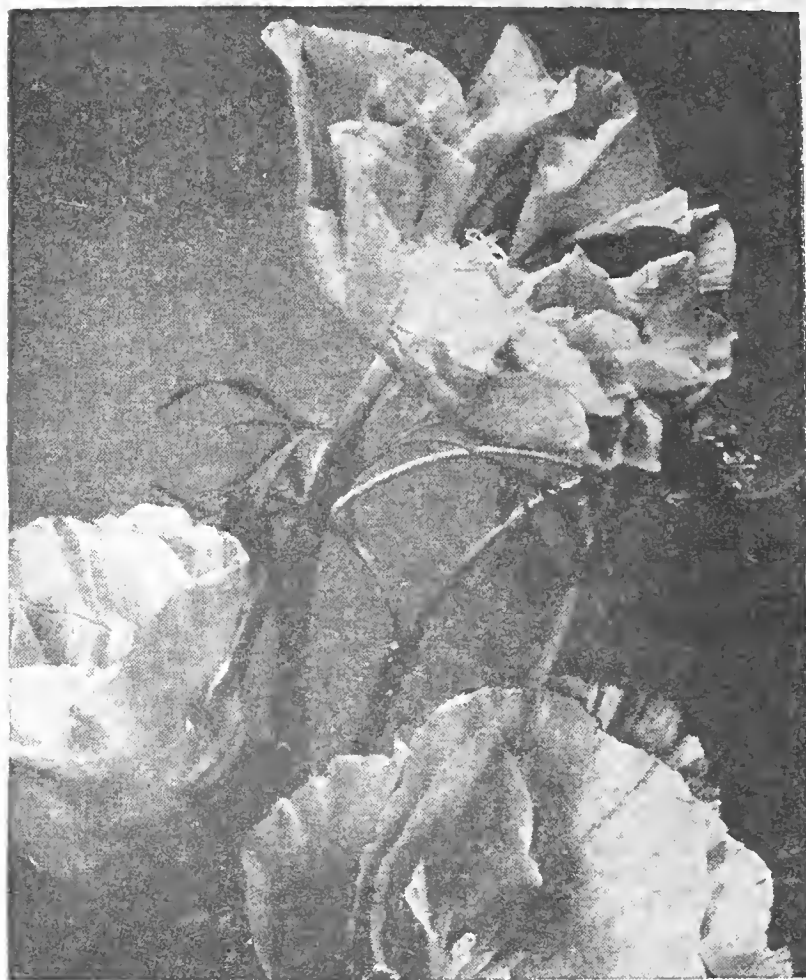
ROCKY MT. COLUMBINE PLANTS. Small one-year seedlings. Good size for transplanting. 3 for 50c; 8 for \$1.00; 18 for \$2.00, prepaid.

Columbines—Rainbow Blend

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

"RAINBOW BLEND" SEED. Pkt. 25c; ¼ oz. 60c; ½ oz. \$1.00.

"RAINBOW BLEND" ROOTS. Small year old seedlings, mixed colors only. Plant early. 4 for 50c; 9 for \$1.00; 20 for \$2.00, prepaid.



California Poppy "Salmon Beauty"

Brilliant Mixture Best kinds and colors of California Poppies. Pkt. 5c; ½ oz. 25c.

Persian Rug Mixture California Poppies. These colors in bloom—red, chrome, pink, copper-red, claret purple—suggest a beautiful Persian rug. Pkt. 10c; ¼ oz. 35c.

Ramona Golden bronze inside. Copper rose outside. Large beautifully frilled flowers on compact, erect plants. Pkt. 10c; ¼ oz. 35c.

Ramona Hybrids Lovely mixture of frilled Ramona type; new colors. Mixed. Pkt. 10c; ¼ oz. 35c.

California Poppy Collection

One packet each of the above 10 California Poppies.

VALUE 95c POSTPAID
FOR.....

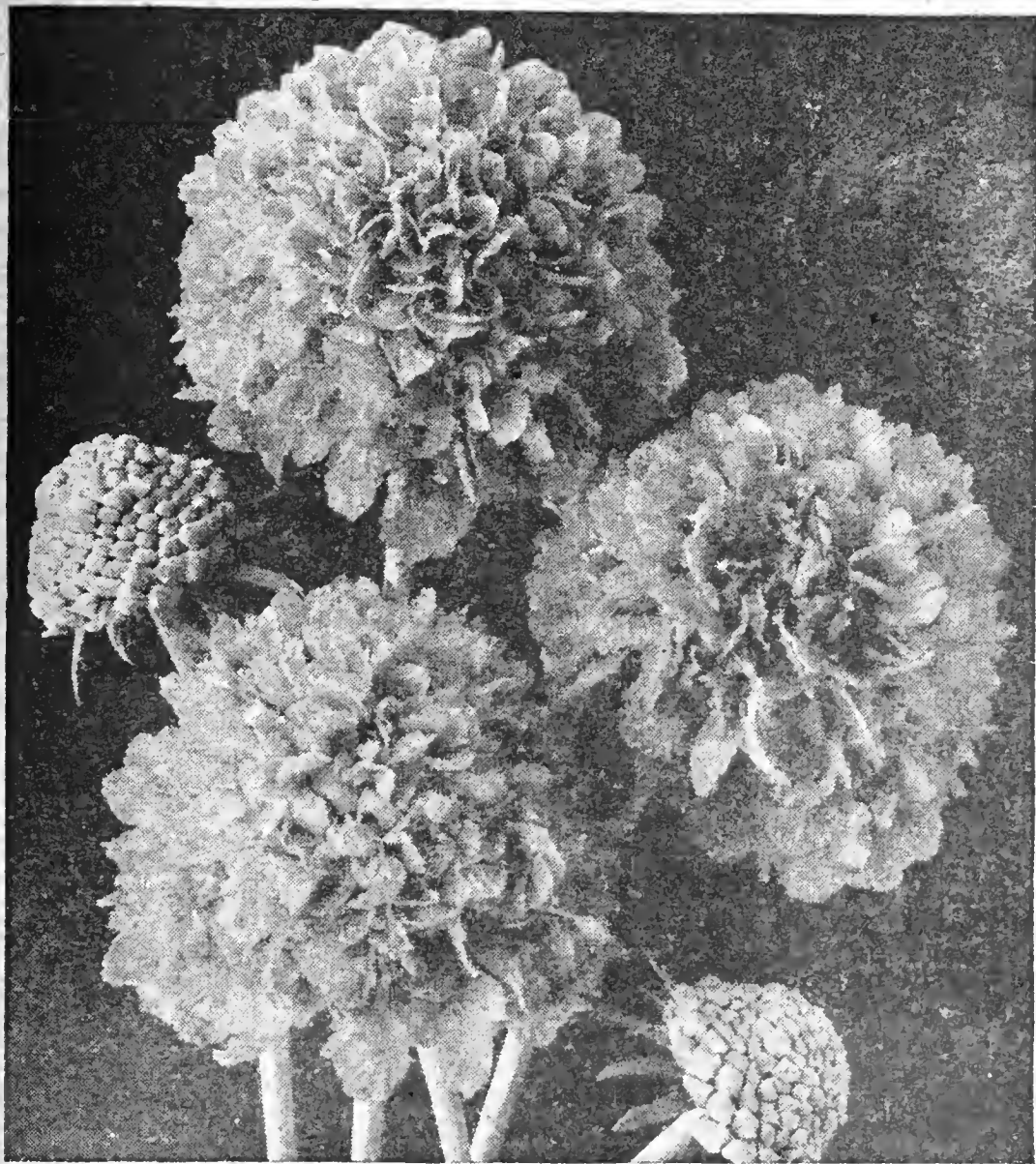
55c

Escholtzia is hard to say.
We'll speak of it another way.
The California Poppy bright
For sore eyes sure is a sight.

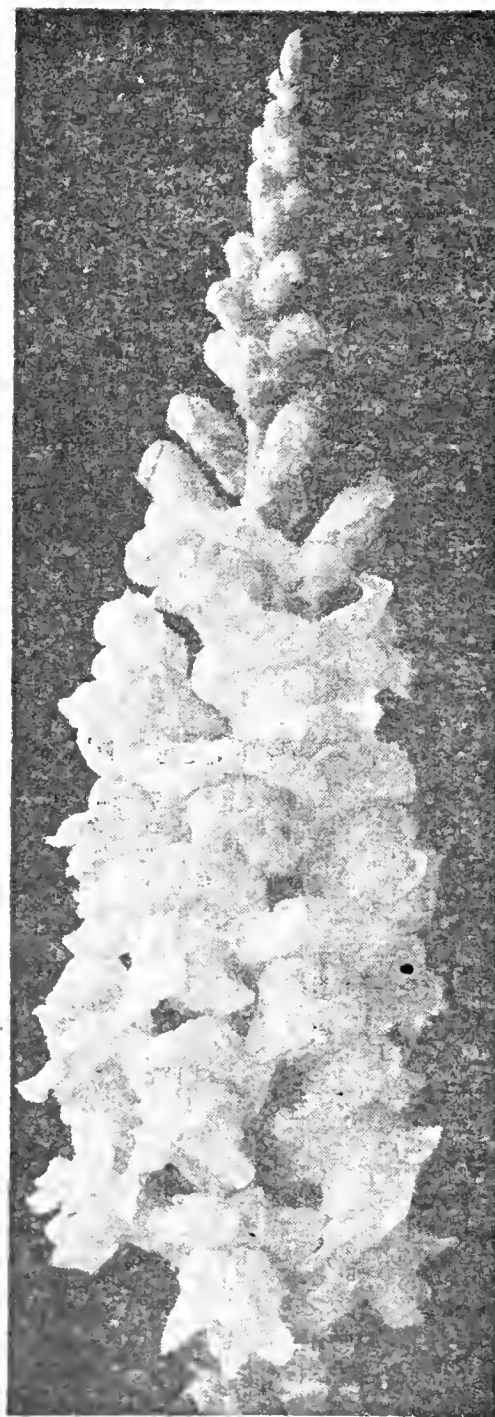


The Scabiosa, called Pin Cushion Flower,
Has beauty and oomph, with come-hither power.

Big Antirrhinums (Snap Dragons to me)
Now minus that rust, attract busy bee.



Scabiosa Imperial Giants, Blue Moon



Giant Rust-Proof
Snapdragon

Scabiosa Imperial Giants

"Blue Moon" The very large well-formed double flowers are composed entirely of broad frilly petals. Tall upright plants, long heavy wiry stems. Fine for cutting. **Pkt. 20c.**

6 More Super Scabiosas

Loveliness Shades of rose and salmon. **Pkt. 10c; 1/4 oz. 25c.**

Orchid Shades New. Large, tall, exquisite. **Pkt. 20c; 1/4 oz. 50c.**

Rosette Giant deep rose, long strong stems. **Pkt. 15c; 1/4 oz. 50c.**

Shasta Enormous snow white. **Pkt. 10c; 1/4 oz. 25c.**

Salmon Beauty New huge. **SALMON. Pkt. 15c; 1/4 oz. 60c.**

Giant Hybrids Rare colors, giant flowers, mixed. **Pkt. 15c; 1/4 oz. 40c.**

(All Scabiosas Above Are Annuals.)

COLLECTION

One Pkt. each above 7 Scabiosas, value \$1.05, postpaid for

60c

Super Giant Rust-Proof Snapdragons

All are extra large, and include the cream of colors in this Giant Rust-proof Strain. They bloom first year from seed, as well as second.

ALASKA. New White. **Pkt. 15c.**

CANARY BIRD. Yellow. **Pkt. 15c.**

LOVELINESS. Rose pink. **Pkt. 15c.**

BONFIRE. Rich scarlet. **Pkt. 15c.**

COPPER SHADES. Many shades from copper-orange to coppery-gold. **Pkt. 15c.**

PINK SHADES. Pure shade of pink, free from bluish tinge. All base branching, long stems. **Pkt. 15c.**

SALMON SHADES. New colors of Salmon hue. **Pkt. 15c.**

ANY TWO PACKETS FOR 25c.

COLLECTION

1 Pkt. each of the above 7 Snapdragons, value \$1.05, postpaid for

60c

Maximum Mixed

mixed. **Pkt. 10c.**

Many giant rust-proof varieties

LARGE AND
LOVELY

WILT RESISTANT ASTERS

IMPORTANT ANNOUNCEMENT

Our seed is grown for us by the specialists who developed these Wilt Resistant Strains.

Since practically every variety listed on this page is Wilt Resistant, we no longer list the two strains.

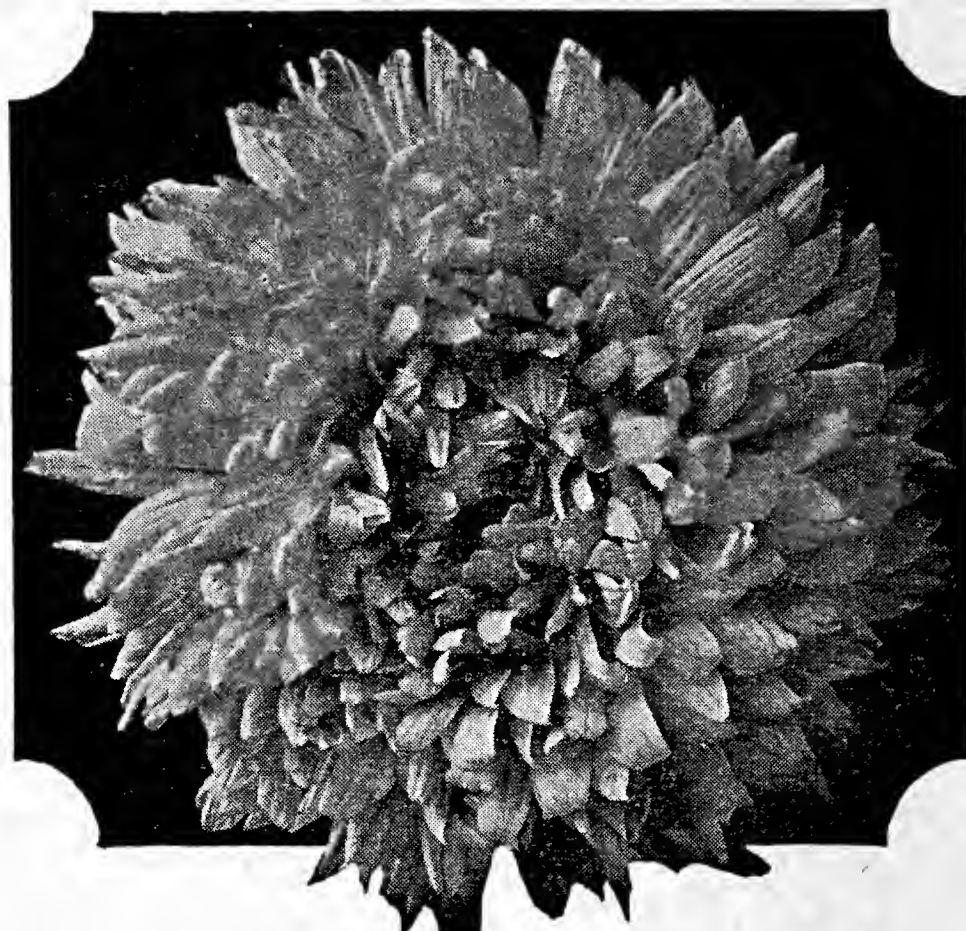
You simply pay the price of the old strains that were subject to wilt and get the new Improved strains so far as they have been produced to date.

Special Aster Prices

All Asters on this page at: Pkt. 10c; 3 pkts 25c; 4 or more pkts. at 8c each. You sort up whatever packets you wish at these prices.

Bulk Aster Prices

All Asters below at: 1/8 oz. 30c; 1/4 oz. 50c; 1/2 oz. 80c.



This illustrates the Beauty, Royal and Peony-Flowering Types of Asters

Boulderado Beauty Form of flowers illustrated above. Plants vigorous, 30 to 36 inches tall. Flowers immense, fully double, borne on long, straight stems, last two weeks after cutting.

- | | |
|--------------------|-------------|
| A20. Shell Pink | A23. Purple |
| A21. Rose Pink | A24. White |
| A22. Lavender | A26. Mixed |
| A25. Peach Blossom | |

Early Royal Asters A strain of Early Giant Asters especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- | | |
|----------------|---------------|
| A2. White | A5. Rose Pink |
| A3. Purple | A6. Lavender |
| A4. Shell Pink | A7. Mixed |

Crego Asters Shaggy type, like Giants of California. Earlier but not so large.

- | | |
|---------------|-----------------|
| A8. White | A10. Shell Pink |
| A9. Rose Pink | A12. Lavender |
| A13. Mixed | |

Two Super-Giant Asters

Los Angeles The color is a lovely pure shell pink, the first of this new race of Asters, resembling in form the Giants of California, but larger and earlier. The flowers are deep and full centered.

El Monte Similar to Los Angeles, but the color is deep glowing crimson. The flowers, extremely large and fluffy, are borne on heavy non-lateral basal branched stems. El Monte is early blooming for such a giant variety.

See Asters, Asters, everywhere!
Still going strong, I do declare.
The wilt resistant strains will thrive
Where older kinds would not survive.

Early Beauty Similar to "Boulderado Beauty" in every way, but an earlier strain. Not quite so tall and large. Type shown above.

- | | |
|-----------------|-------------|
| A50. Shell Pink | A53. Purple |
| A51. Rose Pink | A54. White |
| A52. Lavender | A55. Mixed |

California Giants Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Real Giants.

- | | |
|----------------|---------------|
| A30. White | A32. Lavender |
| A31. Rose Pink | A33. Purple |
| A36. Mixed | |

Sunshine A17. Improved Giant California. Single. Mixed colors.

Heart of France WR16. Large, deep red, long stems.

Golden Sheaf Deep yellow double, wilt resisting.

Early Types Mixed A39. Our own mixture of early kinds, some that we list, and some we use in this mixture only. All colors, mixed.

Peony-Flowered Asters

Giant Mammoth Strain

Originator's Description. A superb florist strain, with immense, fully double flowers resembling the Beauty type, borne on long, stout non-lateral stems. The compactly placed petals give substance and keeping qualities to the flowers. The plants are 2½ to 3 feet tall, blooming in season with the Giants of California.

- | | |
|----------------------|--------------------------|
| AZURE FAIRY. | A40. Clear azure blue. |
| PURPLE ROBE. | A42. Deep rich purple. |
| ROSEBUD. | A44. Clear deep rose. |
| SWANSDOWN. | A46. Pure white. Lovely. |
| FINEST MIXED. | A49. Peony-Flowered. |

Giant Flowered Spencer SWEET PEAS

(Not less than one ounce of a kind at the ounce price)

Large blossoms, often four, on long stems.
Edges of blossoms usually waved or frilled.

PRICES FOR ALL IN THIS COLUMN:

Pkt. 10c

3 Pkts. 25c; 4 Pkts. or more @ 8c Pkt. (Pkts. may be alike or assorted, your selection.)

Ounce 30c 2 oz. 50c; 5 oz. \$1.00.

AUSTIN FREDERICK. The best lavender.
BONNY BRIAR. Rose-pink, of immense size.
BRIDAL VEIL. Pure clear white. Black seeded.
Stands early planting.
DEFIANCE. Large orange-scarlet, sunproof.
FLAGSHIP. True clear deep navy-blue.
HEAVENLY BLUE. Brilliant delphinium-blue.
HEBE. Very large, rich pink.
JUMBO. Deep cerise. Immense.
LADY MACBETH. Red, shaded salmon.
MARY PICKFORD. Cream-pink, and salmon.
MISS CALIFORNIA. Salmon cream-pink.
PINKIE. Rich rose-pink.
REDBOY. Rich crimson.
WELCOME. Bright dazzling scarlet.
YOUTH. White, edged pink.
FLUFFY RUFFLES. Dainty cream-pink.
Wonderfully frilled and ruffled.
LADY RUFFLES. Exquisite soft pink on
white ground. Scottish Gold Medal.
RUFFLED BEAUTY. Cream-pink with a
sheen of bright lilac. Charming effect.
RUFFLED CARMINE. Bright carmine-rose.
Frilled and ruffled. Long stems.
RUFFLED ORCHID. Lavender-rose with pas-
tel-mauve sheen.
RUFFLED PRIMROSE. The new ruffled black-
seeded cream or primrose.
RUFFLED ROSE. Exquisite ruffled blooms
of soft, rich rose color.
RUFFLED WHITE. New ruffled white most-
ly with duplex and triplex standards.
RUFFLED COLLECTION. One Pkt. each of
the 8 Ruffled Spencers, 60c.
GIANT RUFFLED MIXED. Many colors, with
extra frilled blooms. Pkt. 10c; oz. 30c.

"Early Bird Spencers"

They bloom extra early. Large blossoms.

AMETHYST. Rich royal purple.
AVIATOR. Dazzling crimson-scarlet.
GLITTERS. Bright fiery orange.
LAVENDER KING. True lavender.
SHIRLEY TEMPLE. Soft rose-pink. Delight-
fully fluted.
SNOWSTORM. Best early White Spencer.
ZVOLANEK'S ROSE. Giant rose-pink.
"EARLY BIRD" MIXTURE. Superb mixture
of these extra early Spencers.

The lovely frilly Spencer Peas
Are not expensive, if you please.
Our LOVELY 'LEVEN'S priced so low
That you can have a great big show.



"Lovely 'Leven" Spencers

'Leven Packets Lovely Spencers, 70c.

From my best Spencers, priced at 10 cents a packet, I'm going to select eleven that will cover a wide range of most pleasing colors and types (including some of the Giant Ruffled kinds), and for "good measure" throw in a pkt. of Shirley Temple, all for 70c.

Just say, "Lovely 'Leven, for 70c."

Larger lots "Lovely 'Leven." For \$1.40 I'll send you a half ounce each of these 'leven Spencers, my selection, with one pkt. Shirley Temple extra, for good luck.

"33-in-1" Spencer Mixture

You might not get all the 33 kinds in a 10 cent packet—but they are all in this mixture.

Pkt. 10c; oz. 25c; 2 oz. 40c; ¼ lb. 70c;
½ lb. \$1.20; lb. \$2.00.

Spencers at 5c a Pkt. Ounce, 20c

ELFRIDA PIERSON. Shell pink.
HERCULES. Rosy pink.
KING WHITE. White.
NUBIAN. Deep maroon.
ORCHID. Lavender.
ROYAL PURPLE. Purple.
ROYAL SCOT. True scarlet.
TANGERINE. Orange.
SPENCERS. Good Mixed. Pkt. 5c; oz.
20c; ¼ lb. 50c; ½ lb. 85c; lb. \$1.50.

"South of the Border"

As you may know, some of our finest flowers were originated "Down Mexico Way".

Funny thing about Dahlias. Originated in Mexico, they took a "Round Robin" route to land in the United States, right back near where they started from, but much improved, due to courtesies shown them in a foreign land. Yes, in brief, that's the story. Dahlias were sent first to Europe, and after being worked over and improved by expert hybridizers there, came to us, not from Mexico, but from "over there".

Cosmos and Zinnias were both discovered in Mexico. And some, if not all, our **Mari-golds** can be traced back to our neighbors "South of the Border".

What interests me immensely is that our grand and glorious **HEAVENLY BLUE MORN-ING GLORY** trekked from Mexico to Denver, Colorado, doubtless in a very round about way. Lucky for all of us that Prof. Perry L. Clark, then teaching in Denver schools, and intensely interested in botany, took over the task of improving this favorite flower.

Heavenly Blue Morning Glory was large and lovely all right. But rather late blooming. Just how the desired and desirable end was accomplished, I don't know. But Prof. Clark spent years in developing his special strain, retaining the enormous size, as well as en-trancing beauty, yet inducing the plants to begin blooming several weeks earlier.

This is the strain we are fortunate in hav-ing from year to year. I should have men-tioned that one factor in securing early bloom-ing was and is our mile high altitude. High altitude always tends to produce earliness.

Grow Clark's early strain at low altitude a few years in succession, and it will "unlax". Blooming date will be later. That's why it is important to buy and plant not just Clark's early strain, but seed of this strain that is grown right here under the mile high condi-tions that helped make it early in the first place. (Boulder is 32 miles from Denver.)

Thanks for Cooperation

Time was when we sent out catalogues, cus-tomers would sit down and make out orders plainly and definitely from catalogue listings. Thus we were able to handle many orders with minimum confusion and loss of time.

But in recent years there is a growing "see the manager" tendency. Far too many pay little attention to conditions of sale, or make out orders so that any of our well trained order clerks can go right to work and fill the order quickly and efficiently.

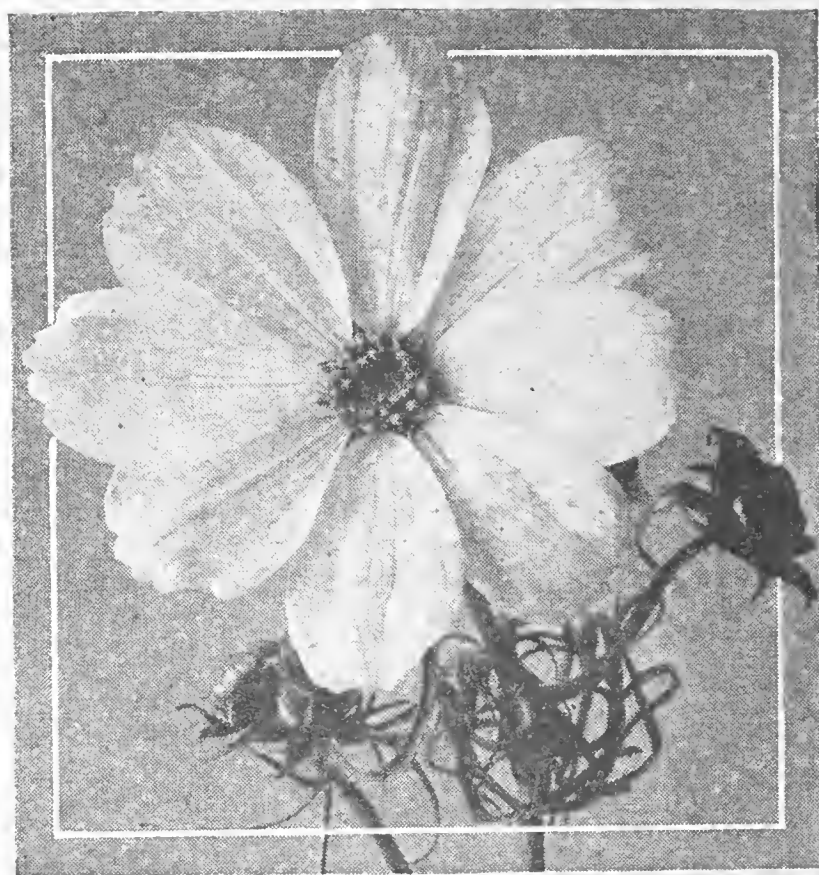
Too many want orders referred to me or Ev for special attention, or want us to make out the orders. This jims up our working hours, which are plumb full at best, and de-lays filling of orders. May be days before we can get around to see what the point is, if any, that can not be handled by others.

Years ago I read a magazine article about the problems of another mail order firm, Sears Roebuck. I've forgotten all else, but recall often that many customers demanded the personal service of Mr. Sears, one lady asking that he pick out for her a hat just like his wife wore.

Now I hesitate to mention these problems. I'm afraid some will miss the point entirely and say we are not appreciative of orders, and if we don't like it we can lump it, and lose their business. However, most folks, once informed, will cooperate to insure "the great-est good for the greatest number."

Finally, please be assured that we will go as far as we can to help you if and when you can't work out your order from catalogue. One thing we can't do is to go into planting and culture details. We give many tips and pointers in catalogues, and 24 full pages in "Glad Gossip" booklet, sent free with a Glad order of 50c or more. And that's about as far as we can go and remain alive, sane, and solvent.

We like letters that can be answered briefly, if any reply required at all.



Colorful Cosmos

Sensation Pinkie Rose pink shade. Of immense size, on very long strong stems. Fine for cutting. Pkt. 15c, 1/4 oz. 35c.

Sensation Purity Glistening white similar to Pinkie except for color. Pkt. 15c; 1/4 oz. 35c.

Sensation Crimson A new color in the sensational "Sensation" type of super-size Cosmos. Same as Pinkie and Purity, but crimson. Pkt. 15c.

Sensation Mixed Pkt. 10c, 1/4 oz. 25c.

Orange Flare Early strain from "Klon-dyke." Blooms deep vivid orange, with foliage of light green. Pkt. 10c, 1/4 oz. 25c, 1/2 oz. 40c.

Early Giant Easy to grow. A good old time favorite, still popular. Early, large and a rapid grower. Comes in Pure White, Rich Crimson, Lovely Pink, or Mixed Colors. Pkt. 10c; 3 pkts. 25c; 1/2 oz. 30c; 1 oz. 50c.

Special Collection

1 pkt. each, Pinkie, Purity, Crimson Sensation, Orange Flare **40c**

The Cosmos, too, has made great strides. Unsightly spots its verdure hides. "Sensation" is the super strain, From it more pleasure you will gain.

Don't Kill the Cops

If Mr. Toad is found in your garden, don't harm him, but treat him as a friend, for he is your friend, arresting and executing garden criminals.

If your sweet peas or pansies seem sick and you find lady bugs on them, don't jump at conclusions. It's lice or aphids that have in-jured your plants, and the lady bugs are there trying to exterminate the pests.

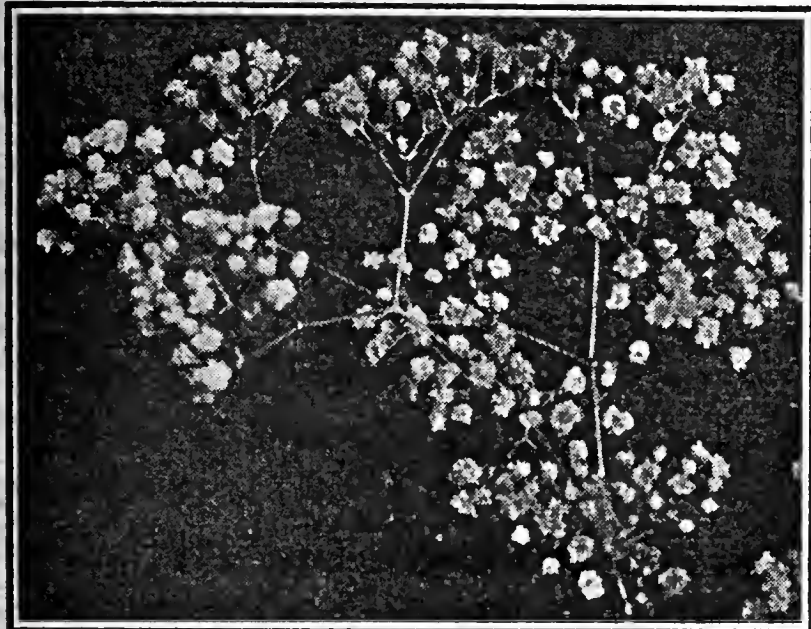
GYPSOPHILA

(BABY'S BREATH)

Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

ANNUAL WHITE. F47. Blooms first year from seed. Good plan to sow this every few weeks so as to have a constant supply to use with cut flowers. Pkt. 10c; oz. 25c.

ANNUAL PINK. F47½. Same as above, but dainty pink. Pkt. 10c; ½ oz. 25c.



PERENNIAL WHITE DOUBLE. F049. Sow outdoors from April to June. Roots last for years, increasing in size. Color, white. About one-fourth the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. Best for drying for winter. Pkt. 25c; 5 pkts. \$1.00.

Let Baby's Breath, called "Gyp" for short,
Among your hardy plants cavort.
The annual strains in white and pink
Burst into bloom quite soon, I think.

Mexican Fire Bush (Kochia)

F73. Also called Summer Cypress. The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. May be thinned to several feet apart, so each plant will stand alone, like an evergreen. Or, if a foot or so apart, will make a hedge. Plants may be trimmed and shaped like the perennial hedges. Pkt. 10c; ½ oz. 25c.

That "Fire Bush" from Mexico
Is far from bad, as hedges go.
Looks nice behind a flower bed.
As summer wanes, the plants turn red.

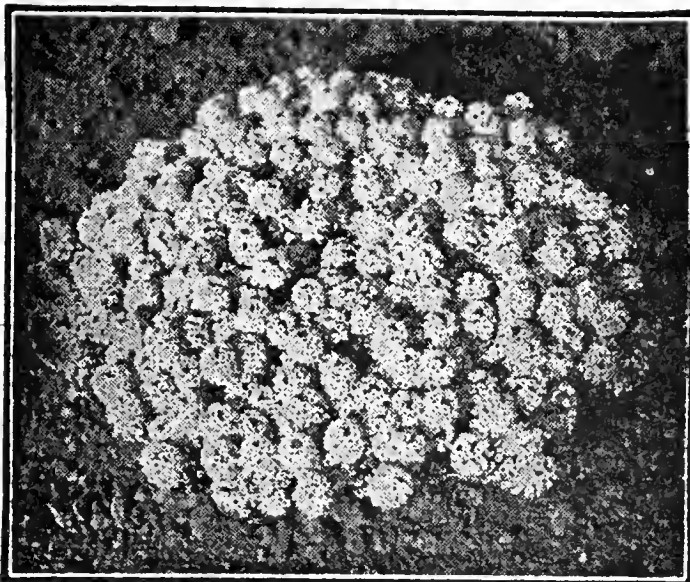
Hardy Perennial Blue Salvia

SALVIA AZUREA. 3 to 4 feet. Sky-blue flowers. Will bloom first season from seed sown early. Lives for years. Can be transplanted in early spring.
Seed: Pkt. 10c; ½ oz. 60c; oz. \$1.00.

Mammoth Russian Sunflower

Pkt. 5c; lb. 25c; 2 lbs. 40c, prepaid.

SWEET ALYSSUM



Alyssum Procumbens, Carpet of Snow

Alyssum's a border plant,
Both on the level or a slant.
The cost of seed is never much.
It gives your beds a finished touch.

"CARPET OF SNOW." F3½. Lowest growing of all Alyssums. Only 2½ to 3 inches high. Each plant, if given 6 or 8 inches room, spreads out like a pancake nearly smothered with small white flowers. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LITTLE DORRIT." F4. Compact plants 4 to 5 inches tall, covered with small, sweet scented white flowers. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

ALYSSUM "LILAC QUEEN." F4½. A mass of delicate lavender flowers cover the low plants. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

African Daisies

GOLDEN AFRICAN DAISY. F098. Annual. Orange-gold with black zone around center. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

AFRICAN DAISY HYBRIDS. F099. Similar to the Orange, but many colors, mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting.

DARK COPPER, yellow zone.

WHITE, scarlet zone.

GOLDEN CHAMOIS, scarlet zone.

WHITE, yellow zone.

DEEP PURPLE, yellow zone.

ALL KINDS, MIXED.

Your choice: Pkt. 10c; any 3 for 25c; ¼ oz. 20c; ½ oz. 35c.

"That ain't the way I heerd it"

The way I heerd it, one feller sez to t'other feller: "Let's go fishin' Sattidy afternoon."

Second feller sez, "Gee, I'm crazy to go, but got my home work to do, goldern it."

First feller sez, "Whatcha mean, home work? You hain't back in school account your second childhood creepin' up on ye, is ye?"

Second feller sez: "No, but thought I'd save money last spring by buying cheap grass seed for my lawn. Seems like I got a million weed seeds in it. Got shed of most all now but that tarnation plantin. It's a dernsite wors'n dandelion."

First feller sez: "Zat so? Too bad. Live and larn. I got my grass seed from Long. I don't have home work, so I'm goin' fishin'. Bring you a mess if I have good luck. So long."

Superb Petunias

Giants of California

The largest often measure 4½ inches across. And such wonderful colors and markings! Then, too, some are delightfully ruffled and frilled. Produces very little seed. **Pkt. 25c.**

Ruffled Monsters

Gigantic Petunias, many heavily ruffled and with veined centers. **Mixed colors. Pkt. 50c.**

Balcony Petunias

The favorite strain for window boxes. Balcony White, Balcony Blue, Balcony Rose, Balcony Crimson, Balcony Mixed.

Any color or mixed: **Pkt. 10c. Any 3 pkts. 25c.**

Favorite Bedding Petunias

Rosy Morn A gay and artistic petunia for beds and borders. Color, soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom. **Pkt. 10c; ½ oz. 50c.**

Rose of Heaven Similar to Rosy Morn but deeper pink. **Pkt. 10c; ½ oz. 50c.**

Miniature "Pink Gem" Compact plant, five to six inches high, loaded with light pink 2-inch blooms. Swell for borders, window boxes, pots, rock gardens and bedding. Planted with blue Ageratum, the effect is most charming. **Pkt. 10c.**

Miniature "Rose Gem" Like Pink Gem but rich deep rose. The compact plants are almost hidden with blooms. **Pkt. 15c.**

Petunias short, Petunias tall,
They bloom and bloom till late in fall.
We have the largest that are grown,
As well as smallest ever known.



Petunia Giants of California

Any 3 Ten Cent Pkts. Petunias for 25c.

Violet Petunia Bushy habit of growth. Beautiful deep violet color. **Pkt. 10c; ½ oz. 50c.**

Choice Mixed Splendid mixture. A stunning array of colors. **Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.**

Martha Washington The plant grows about 9 inches tall and forms a perfect ball effect literally covered with lovely frilled or ruffled flowers about 3 inches in diameter. The color of the frilled portion of the flower is a beautiful blush pink and the center portion is strongly veined a rich wine red deepening in the throat, which is a large dark violet. **Pkt. 20c.**

Hollywood Star New 5 point star form. Color rich rose. **Pkt. 15c.**

CLARKIA

Another easy-to-grow charming annual. Bushy plants 20 inches tall bear double flowers resembling small carnations. Very pleasing for table bouquets. Buds will open after cutting, and will last for days and days in vase or bowl.

Alba Elegant long spikes closely set with large double white flowers. **Pkt. 10c; ¼ oz. 30c.**

Brilliant An exceptionally fine rich crimson-scarlet. **Pkt. 10c; ¼ oz. 40c.**

May Blossom Bright pink double flowers. **Pkt. 10c; ¼ oz. 40c.**

Purple Prince Very double, rich deep purple. **Pkt. 10c; ¼ oz. 30c.**

Orange King Double bright orange-salmon. **Pkt. 10c; ¼ oz. 30c.**

Salmon Queen Rich salmon-pink. Exquisite. **Pkt. 10c; ¼ oz. 30c.**

Clarkia Collection One packet each of the 6 above varieties for 40c. (Any 3 pkts. Clarkia for 25c.)

Double Mixed Clarkia A fine mixture of many beautiful and rich colors. **Pkt. 10c; ¼ oz. 25c; oz. 75c.**

The Clarkia makes a compact plant,
Its blooms cause folks to rave and rant
Because indoors they last so long,
They make your life one glad sweet song.



Clarkia Elegans Double Brilliant

Godetia

Dwarf Double

AZALEA-FLOWERED

These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. Each plant makes a compact bush about a foot high. The big, beautiful pink blossoms with deeper centers just about hide the plant. It's a revelation. You'll be surprised—and delighted. May also be grown in pots. Annual. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

Godetia — Tall Double Gladiolus-Flowered

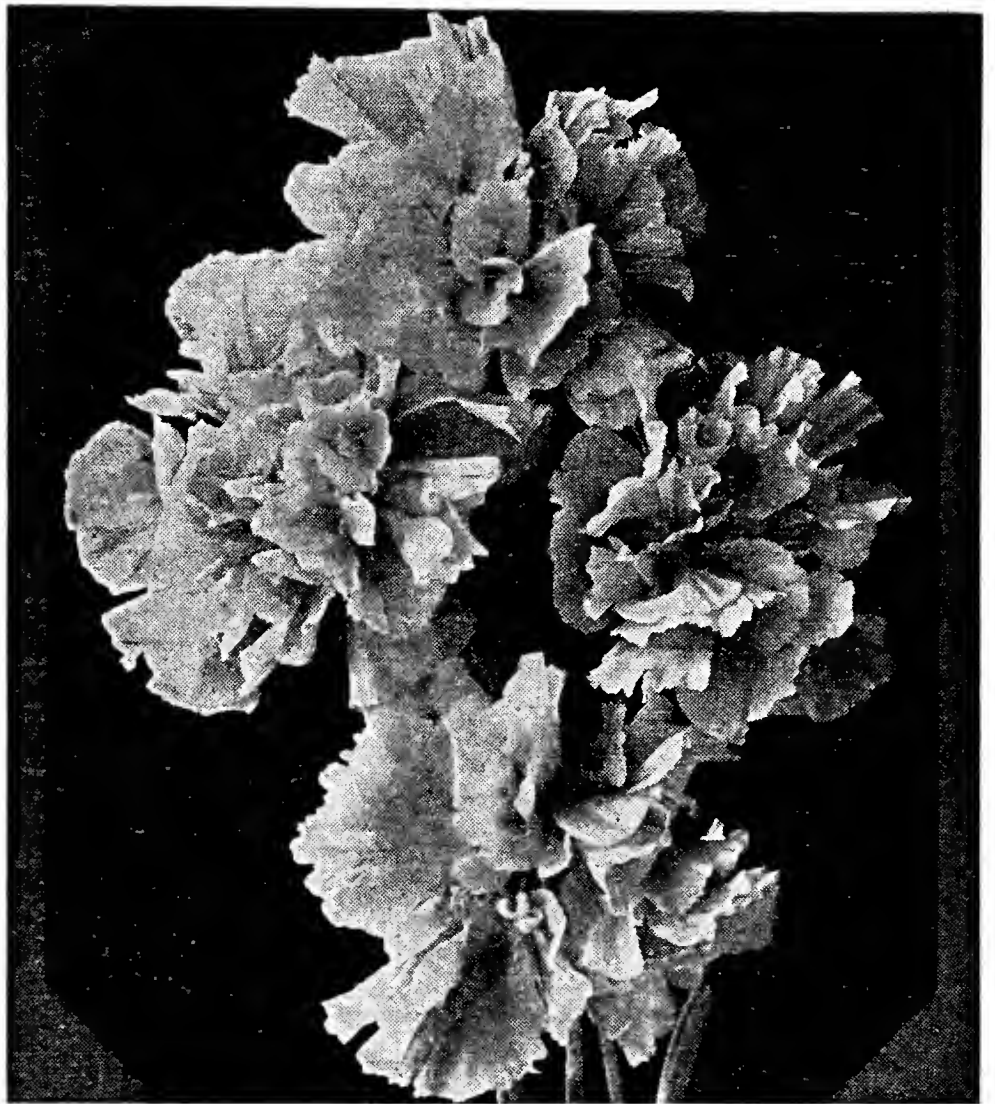
(ALSO CALLED SATIN FLOWER)

Most beautiful hardy annual, producing an abundance of brilliantly-colored flowers that are attached at intervals along the stem and open from bottom to tip of stem, something like the Gladiolus. Can be cut in bud and allowed to open indoors.

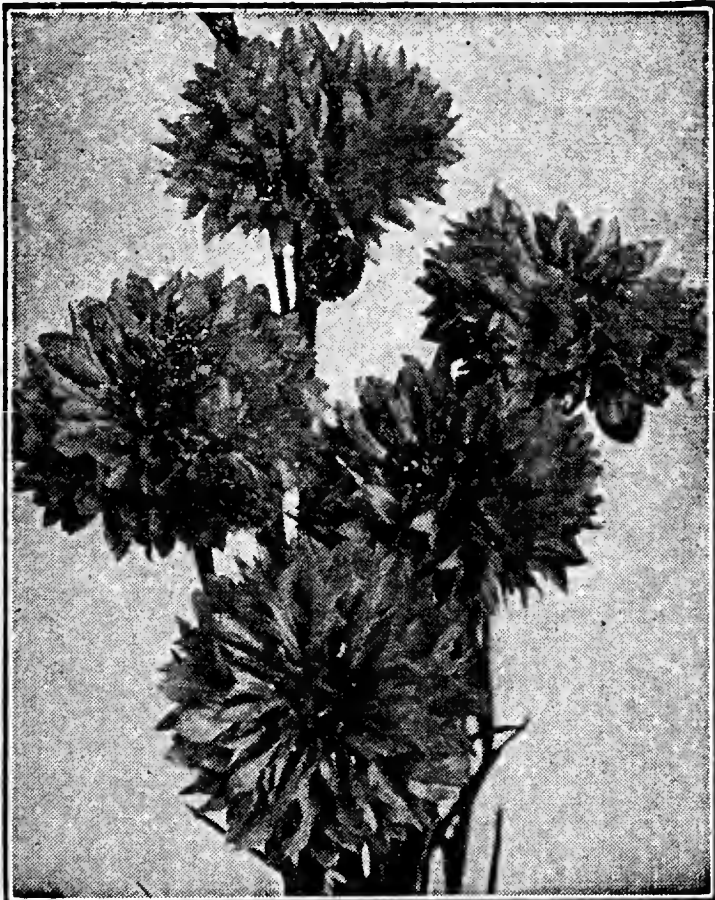
The lovely flowers are illustrated at the right.

Finest double varieties in
CRIMSON **PINK**
LAVENDER **WHITE**
ALL COLORS MIXED.

Choice, any color, or mixed: Pkt. 10c; 5 pkts. 40c; ¼ oz. 25c; ½ oz. 40c. (You may include in the 5 for 40c the lovely Azalea-flowered Dwarf, above.)



Godetias—longies and in shorts—
We have in many colored sorts.
The dwarf Azalea-flowered type,
And tall, their blooms without a stripe.



Bachelor's Button (Centaurea Cyanus)

Double BACHELOR'S BUTTON

They are easy to grow and bloom continuously. Just sow the seed outdoors where you want the plants, and thin to 8 to 12 inches. Make several sowings for long season of bloom.

PRICES: Any color, or Mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

The flowers of these new varieties are very large, fully double, and the colors intensified.

BLUE BOY. Rich blue. Fine for cutting.

BLACK BOY. Large blackish maroon.

PINKIE. Deep pink. Keeps well cut.

RED BOY. Deep red. Oh, Boy!

SNOW MAN. "What's in a name?" White.

MANY COLORS MIXED. Super fine.

COLLECTION 35c
One Pkt. each the 5 colors for

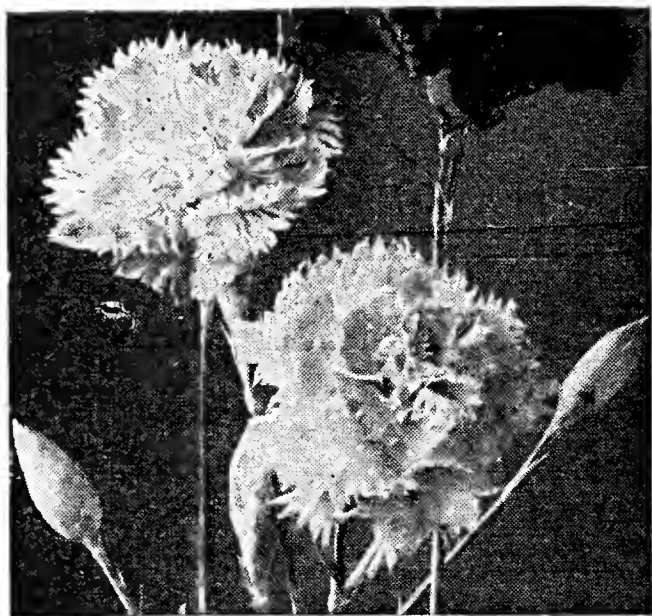
The Bachelor Buttons grandma grew
Had petals short and mighty few.
You grow them now with little trouble—
So tall and strong, and fully double.

Annual Mallow (Lavater)

F015. A showy annual, about 2 feet high, producing large cup-shaped shrimp-pink flowers. Sow in May and thin to 10 inches. Pkt. 10c; ¼ oz. 25c.

Shasta Daisy

ALASKA. An improved strain of this popular Daisy. Large white flowers on tall, stout stems. Pkt. 10c; ¼ oz. 30c.



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Money Plant

Lunaria

Beautiful flowers are followed by round, flat, silvery seed pods, prized for winter bouquets. Biennial, but blooms first year if sown early. Packet 10c; ¼ oz. 30c.

NOTE: Be careful in ordering. Do not confuse this with Linaria or Baby Snaps.

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Carnations thrive best under glass,
But can be grown with "garden sass."
In open garden they are grand,
And with protection, winters stand.

You ask about that "Money Plant."
'Tis not real money, I will grant.
But if real money keeps a shrinking,
We'll hafta grow our own, I'm thinking.

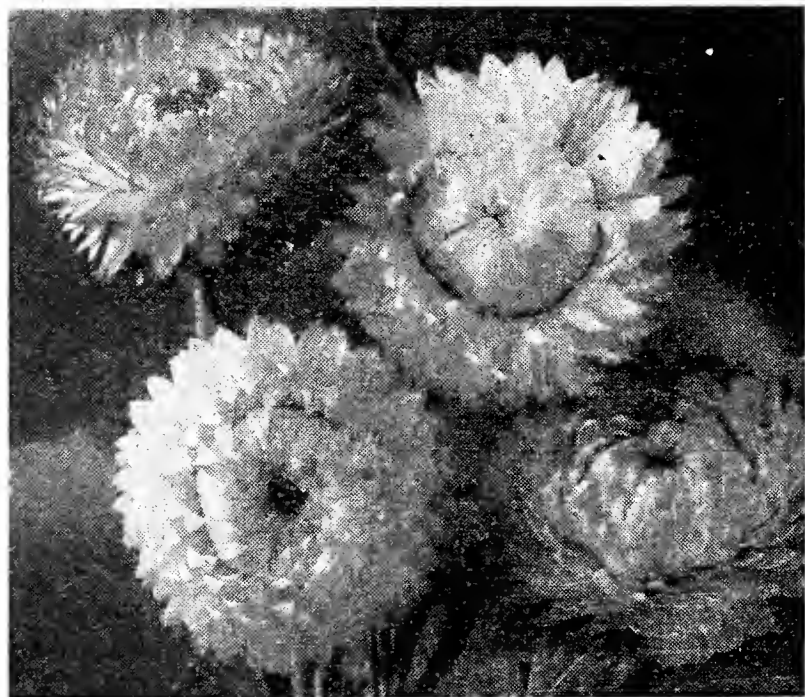
Giant Hardy Carnation

CHABAUD'S GIANT CARNATION. The new strain. (About 85 per cent come double.) Plants thick-set; stalks stiff, bearing large double blossoms. Not so large as the greenhouse kinds, but surprisingly large if disbudded.

Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown

also in open garden. Give winter protection. **Colors:** Red, Rose-pink, Salmon-rose, White. **Prices for any separate color:** Pkt. 15c; 2 pkts. 25c. **Mixed colors:** Pkt. 10c.

MARGUERITE CARNATION. F20. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Very hardy. Pkt. 10c; ¼ oz. 25c.



"Straw Flowers"

(*Helichrysum*.) Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets.

Important: Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark.

Prices: Any color, or all mixed: Pkt. 10c; 3 for 25c; ¼ oz. 30c; ½ oz. 50c; oz. 90c.

GOLDEN GLOBE. F6G. Large, golden yellow.

SILVER GLOBE. F6S. Chaste, silvery-yellow.

ROSE-CARMINE. F6R. Shades of rose.

"CHRISTMAS RED." F6CR. Very popular for Christmas decorations.

ALL KINDS MIXED. F6M. These and other colors all in one mixture.

I wonder who put straw in flowers.
You hang them up in darkened bowers.
They keep their girlish charms and forms
Through winter's cold and blasting storms.

AGERATUM

One of the most useful and pleasing summer annuals, the plants being literally covered from early summer until frost with a sheet of bloom.

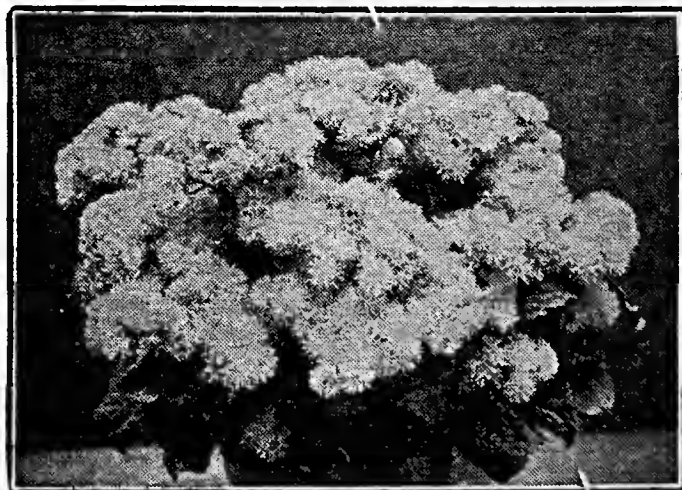
Flowers stand rain and sun without fading. The dwarf sorts are most used and very satisfactory. Seed may be sown outdoors, but earlier blooms may be had by starting some of the seed indoors.

BLUE BALL. Free-blooming, deep rich blue. Plants compact, 8 to 10 inches tall. Pkt. 10c.

BLUE CAP. (New Miniature.) Very dwarf and compact, large bright blue flowers. Pkt. 15c.

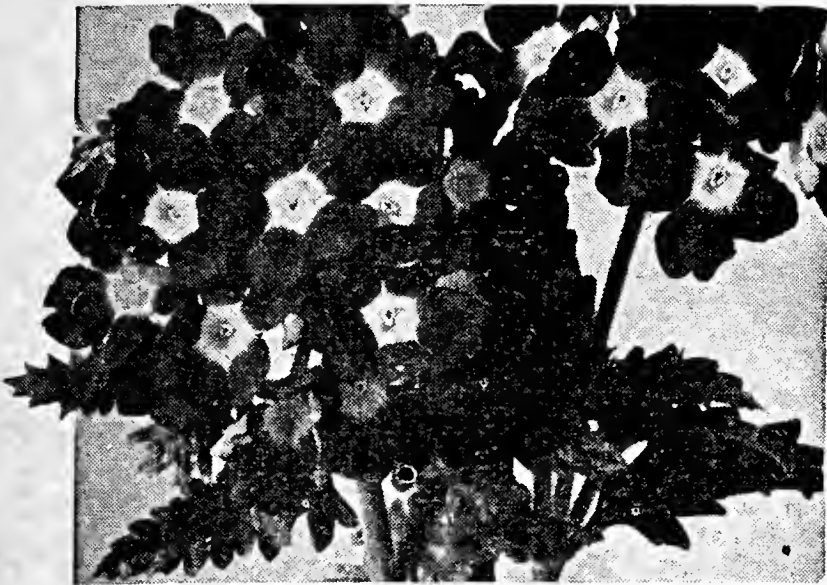
DWARF WHITE. Imperial strain. About 8 inches. Pkt. 10c.

DWARF MIXED. Nice mixture of good dwarf varieties. Pkt. 5c.



Ageratum, Blue Ball, Dwarf Variety

Vivid Verbenas



"Easy to Grow, Make a Big Show"

GIANT LAVENDER. (Lavender Glory.) New.

True lavender with white eyes.

GIANT PINK (Luminosa.) Luminous flame pink, shading to salmon.

GIANT RED. (Lucifer.) Vivid scarlet.

GIANT ROYAL BLUE. (Royale.) Royal blue, with creamy yellow eye. New.

GIANT WHITE. (Waller-Franklin.) Large.

GIANT VIOLET. Deep violet with white eye.

PRICES: Any of the above 6 kinds at, Pkt. 15c; 2 pkts. 25c; $\frac{1}{8}$ oz. 40c; $\frac{1}{4}$ oz. 70c.

Verbena Collection

One pkt. each of the 6 varieties Verbenas, value 90c, for 50c.

GIANT MIXED. Pkt. 10c; $\frac{1}{8}$ oz. 30c; $\frac{1}{4}$ oz. 50c.

'Tis hard to make Verbenas rhyme
So I'll not try just that this time.
But if you like them bright and big
Then sow the kinds we list, by jig!

Annual Hollyhock



Indian Spring A new true annual Hollyhock. The semi-double blooms range from pale pink to crimson-rose. Mixed colors only. Pkt. 15c; 2 pkts. 25c.

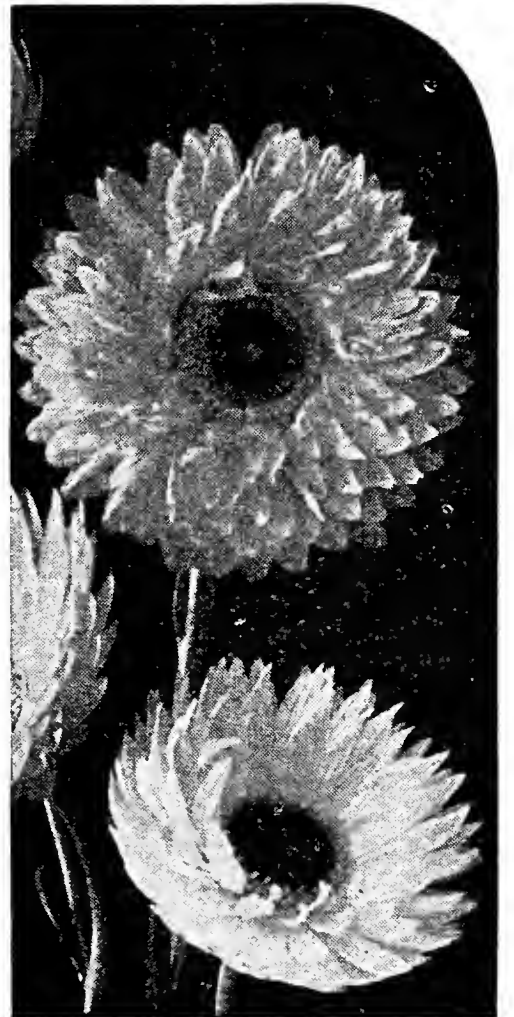
Acroclinium

"Everlasting Flower"

NEW LARGE-FLOWERED HYBRIDS

Very showy annuals for garden. Easy to grow. Can be dried for winter.

Flowers twice the size of the ordinary strain, on 12 to 18-inch stems. The range of color is rich in shades of salmon, apricot, pink, rose and cerise, with white and creamy tones to balance up the pastel mixture. Largely double. Some semi-double. Pkt. 15c; $\frac{1}{8}$ oz. 30c; $\frac{1}{2}$ oz. 55c.



Double Hollyhocks



Plant April to June. Bloom second year.
BLACK **NEWPORT PINK**
***COLORADO SUNSET** **RED (Grand)**
LILAC BEAUTY **WHITE**
MAROON **YELLOW**
**"Colorado Sunset." Color varies. A creamy-copper blend.

Prices: Any color or mixed Pkt. 10c; 3 Pkts. 25c; $\frac{1}{4}$ oz. 40c; $\frac{1}{2}$ oz. 75c.

Just give me time to change my socks.
I'm off to see the Hollyhocks.
The double forms that winters stand,
And now an ANNUAL, it's grand.

New Annual Canterbury Bells

Annual Canterbury Bells bloom from seed in less than six months. Plants 2 to 2½ feet tall, each having 6 to 8 spikes of blooms.

Also, the plants continue to bloom for quite a long time. Where seasons are short, start the seed indoors and transplant to garden.

ANGELUS BELL. Deep-rose. Pkt. 15c.
LIBERTY BELL. Violet-blue. Pkt. 15c.
WEDDING BELL. Pure white. Pkt. 15c.
MIXED COLORS. Pkt. 15c; ¼ oz. 25c.

Any 2 Pkts., 25c. Any 3, 35c

Hardy Biennial Canterbury Bells

Good idea to sow seed of both the Annual and the Biennial strains, so you can enjoy the Annuals this season and the Biennials next year.

I think the "Cup and Saucer" type of hardy Canterbury Bells is the most pleasing.

DARK BLUE **ROSE**
LIGHT BLUE **WHITE**
ALL COLORS, MIXED

Prices: Any of these 4 colors, Canterbury Bells, or all mixed. at, Pkt. 10c; ¼ oz. 30c.

Special: 4 Pkts., 30c

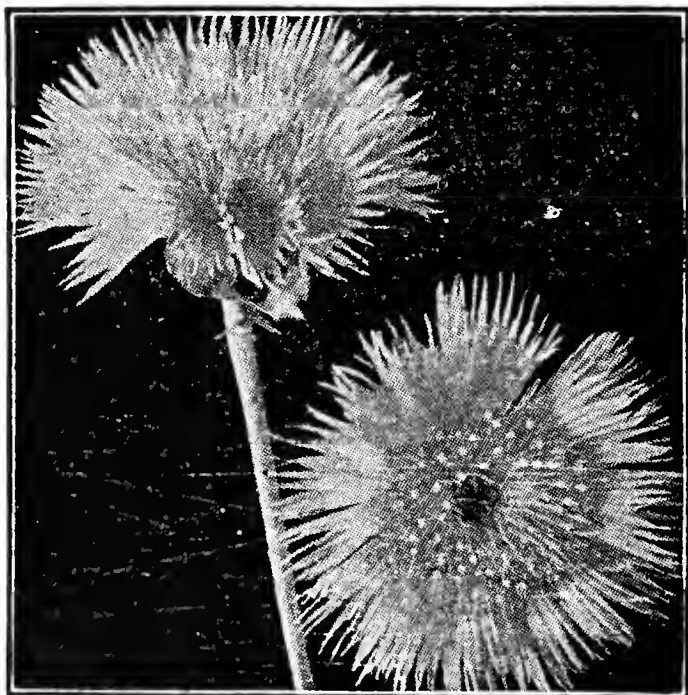
You're asking me? I hope to tell
We HAVE the Canterbury Bell.
We sell the "Cup and Saucer" strain,
And annual kinds without a stain.

Annual Wall Flowers

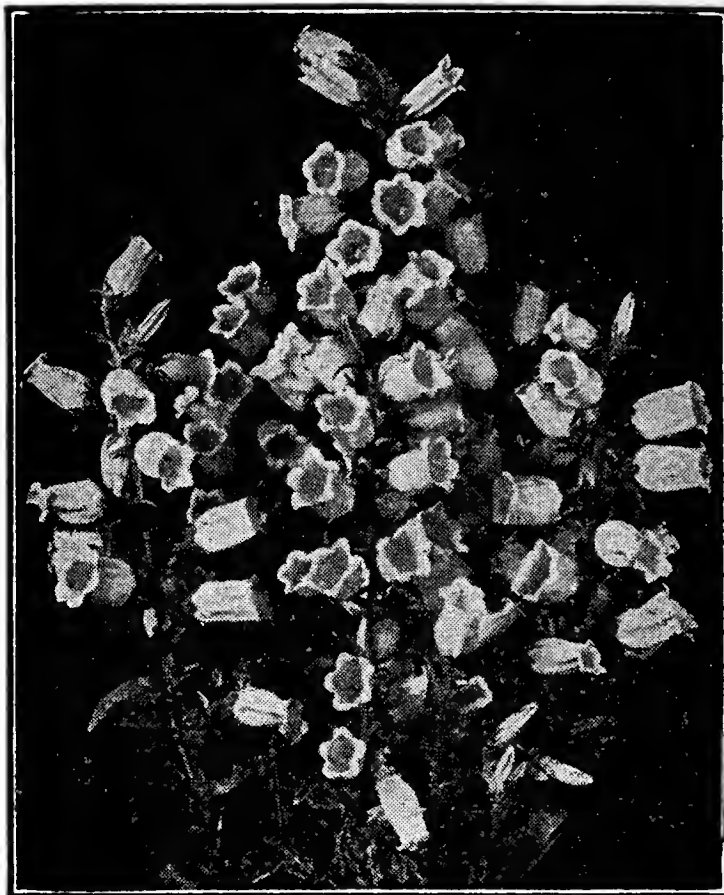
Easy to grow and bloom in a few months from seed sown in the open garden. They have beautiful fragrant flowers in many bright colors.

WALL FLOWER. "Gold Standard." Deep double golden yellow flowers. Plants about 2 feet tall. Very showy. Pkt. 20c.

WALL FLOWER, DOUBLE MIXED. Many pleasing colors. Pkt. 15c.



Royal Sweet Sultans



Annual Canterbury Bells

Sweet Williams

Johnson's Giants

An extraordinary strain. Plants robust and tall. Flowers very large. The range of colors includes shades and combinations not to be found in other strains. The peculiar and delicate markings on the flowers are most unusual and attractive. Bloom second year from seed. After first crop of blooms about gone, cut plants off near ground and you should get a second display of blooms on shorter plants. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

STANDARD VARIETIES SWEET WILLIAMS
SINGLE MIXED. F108. Pkt. 5c; ¼ oz. 15c.

DOUBLE MIXED. (Not all come double.)
F109. Pkt. 10c; ¼ oz. 35c.



ROYAL SWEET SULTANS

(Centaurea Imperialis)

Finest of all Sweet Sultans for cut flower purposes. Charming for garden also.

The beautiful, sweet-scented, artistic-shaped flowers are borne on long strong stems and when cut and put in water will keep in good condition for several days.

Seed may be sown in the open garden after ground warms up, but longer season of bloom will be enjoyed if plants are started indoors.

AMARANTH RED **RICH PURPLE**
BRIGHT ROSE **PURE WHITE**
MANY COLORS MIXED

Prices: Any color or mixed, pkt., 10c (¼ oz. 30c).

Sweet Sultan Collection

ONE PKT. EACH **25c**
THE 4 COLORS FOR

Sweet Sultans, all so nice and fuzzy,
They make you feel so kinda wuzzy.
They're nice right out in hottest sun,
Indoors their colors never run.

Calendulas

(Scotch Marigolds)

Campfire Bodger's Improved Florist Strain. A vastly improved re-selected strain of the popular Campfire. Deep orange with scarlet sheen. Pkt. 15c, ½ oz. 40c.

Orange Shaggy Rich orange flowers of a shaggy, informal effect. Pkt. 10c, oz. 30c.

Apricot Queen A new color in Calendulas. Pkt. 10c, oz. 25c.

Chrysantha The large double yellow flowers are loosely arranged, giving appearance of a Chrysanthemum. Pkt. 10c, oz. 30c.

Lemon Queen Double lemon. Pkt. 10c, oz. 20c.

Nankeen Double cream. Pkt. 10c, oz. 20c.

Orange King Special Florist Strain. Enormous double orange flowers. Pkt. 15c, oz. 40c.

COLLECTION

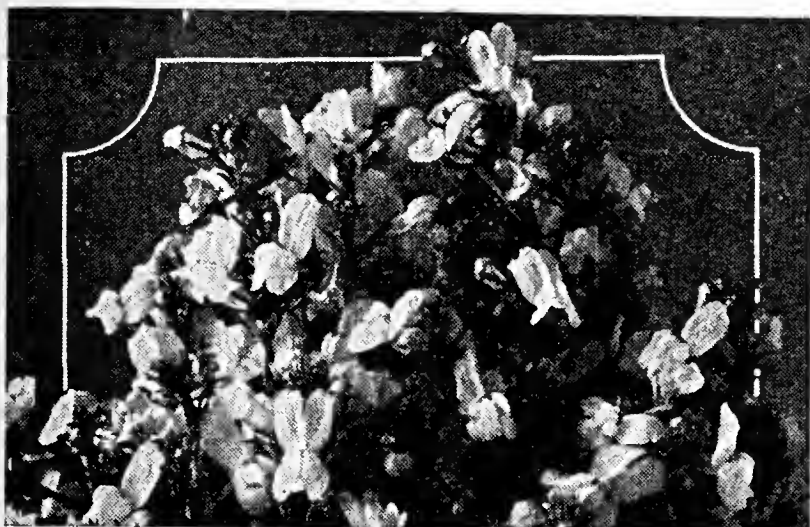
1 Pkt. each above seven varieties of Calendulas, value 80c, postpaid for..... **50c**



Calendula Campfire

Calendula is hard to kill.
If seeds on ground you chance to spill,
You'll soon see plants a coming up
That bloom in spite of frisky pup.

Baby Snapdragons (LINARIAS)



Lovely Linaria—"Fairy Bouquet"

This is a hardy annual with small, dainty flowers resembling miniature Snapdragons. It makes a nice cut flower and the clumps form an interesting feature of the annual border. Blooms in about 8 weeks from seed. Thin to 10 inches. Fine also for rock gardens.

HYBRIDA EXCELSIOR, MIXED. Colors range through crimson and gold, pink, mauve, dark blue and chamois and rose. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

FAIRY BOUQUET. In mixed colors like Maroccana hybrids, except that this new strain is greatly improved by more compact growth, and extra large flowers of a great variety of distinct colors. Very quick to bloom after planting. Pkt. 15c; ¼ oz. 40c; ½ oz. 75c.

Linarias, called "Baby Snaps,"
Are liked by all, yes, even saps.
They bloom while you are reading books,
Or, on the air, hear "Baby Snooks."

Finding Room for Flowers

Maybe you can find more room by spading up some of the neglected corners or waste places. Often a few feet along both sides of the lawn can be used—less grass and more flowers. As a rule, it is better to use such space, stolen from the lawn, along the sides or lot lines, rather than to have beds in the body of the lawn. However, this is a matter of personal preference and fitting the flower beds to the individual yard.

Often flowers can be worked in around the shrubbery. Tulips and other fall bulbs are especially adapted to this handling. Planting in borders or in groups, according to room and arrangement of shrubbery, will produce pleasing effects.

Then, again, drastic pruning of trees will help wonderfully in making two flowers bloom where but one bloomed before. Or, maybe none bloomed, because of too much shade.

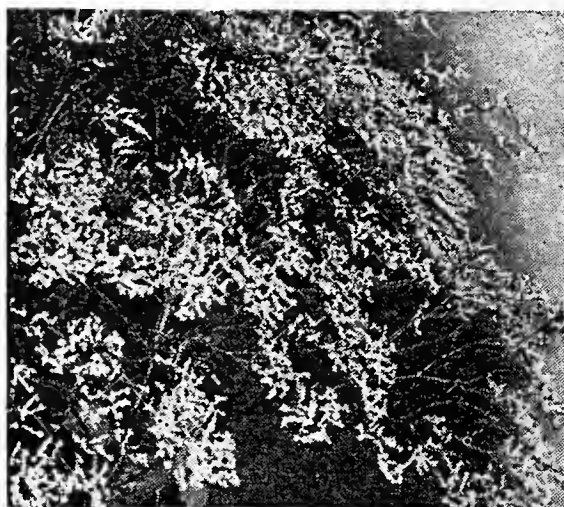
"Irritating the Garden"

One summer evening a caller at a Boulder home asked the little girl who came to the door: "Is your father home?" "Yes," replied the little miss, "he's in the back yard irritating the garden." Of course, the caller found this man sprinkling the garden with the hose.

But the little girl may not have been so far off after all, in using the word irritating for irrigating. It is a fact that many gardeners do just about that—squirt just a little water on the garden and lawn which does little more than irritate the growing plants.

Tiny plants do need just a little light sprinkling at a time and often. But when plants are larger they want a good thorough soaking once in a while, then want to be left alone a few days, maybe a week. Is far better to give a good watering, then cultivate as soon as ground is dry enough, than to just keep irritating the garden with daily light sprinkling, which brings the feeding roots to the surface instead of keeping them at work lower down.

Statice (Sea Lavender)



STATICE (Sea Lavender). *Latifolia*, light blue. Fine for combining with other flowers, especially with Glads. Seed: Pkt. 10c; 1/8 oz. 35c.

Field Grown Statice Roots (2 for 50c) (5 for \$1.00) (12 for \$2.00). Prepaid.

Schizanthus

Butterfly or Fringe Flower

This is one of the airiest and daintiest flowers imaginable, especially adapted to bordering beds of taller flowers and those of a heavier growth. The seeds germinate quickly and come into bloom in a few weeks from sowing. The flowers completely obscure the foliage, making the plant a pyramid of the most delicate and charming blooms.

Good Mixed. Pkt. 10c; 1/2 oz. 30c.

Schizanthus Grandiflora "Butterfly Mixture"

Our Butterfly Mixture, containing a full range of all shades and color combinations, is the best all around strikingly bright mixture, with large flowers beautifully marked, on compact, free-flowering 12 to 15-inch pyramidal plants. Finest strain to date. Pkt. 20c.

Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"

These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners which take root and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.

The blossoms are of violet color, often delicately fragrant. I sell these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results.

SPECIAL Half clump 50c; Clump 80c; 2 clumps \$1.40, prepaid in U. S. A.

Our Violets, a mass of blue,
Would like to hike from us to you.
This year we make a special price,
So you can fix your yard up nice.



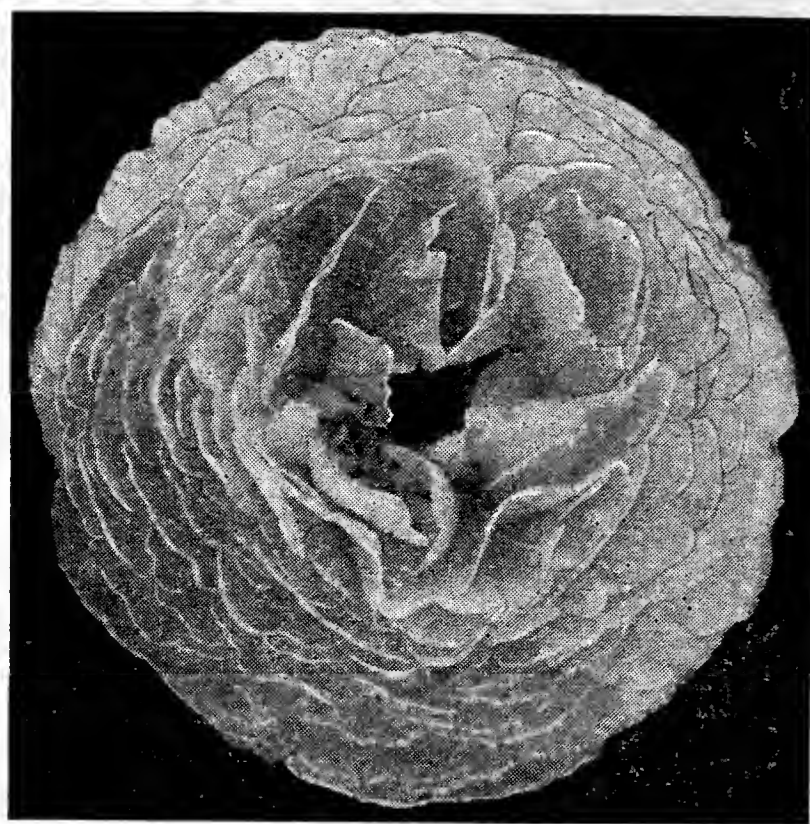
"That ain't the way I heerd it"

Way I heerd it, feller sees 'nother feller paintin' his house and sez, "Whatcha spendin' all that money on yer house fer? Don'tcha know you could take a lotta joy rides fer the costivity of that paint?"

T'other feller sez, "Little beds of flowers, little drops of paint, make a place a home, outa one that ain't."

Beauties From Bulbs

(And Such Funny Looking Bulbs)



Ranunculus Bulbs Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double, in a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb.) Thrive best in partial shade.

Space the bulbs 5 or 6 inches apart. Just cultivate and water moderately. **Warning!** Too much water may cause failure. Keep soil moist but not very wet. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring.

TECOLOTE GIANTS. Largest and most magnificent strain. Award of Merit, Mass. Hort. Society 1933 and 1934. 10 for 50c; 25 for \$1.00; 100 for \$3.60, prepaid.

Anemone Bulbs Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter. For best results, plant in partial shade.

The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless, they respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. In fall store in dry place. Plant in spring.

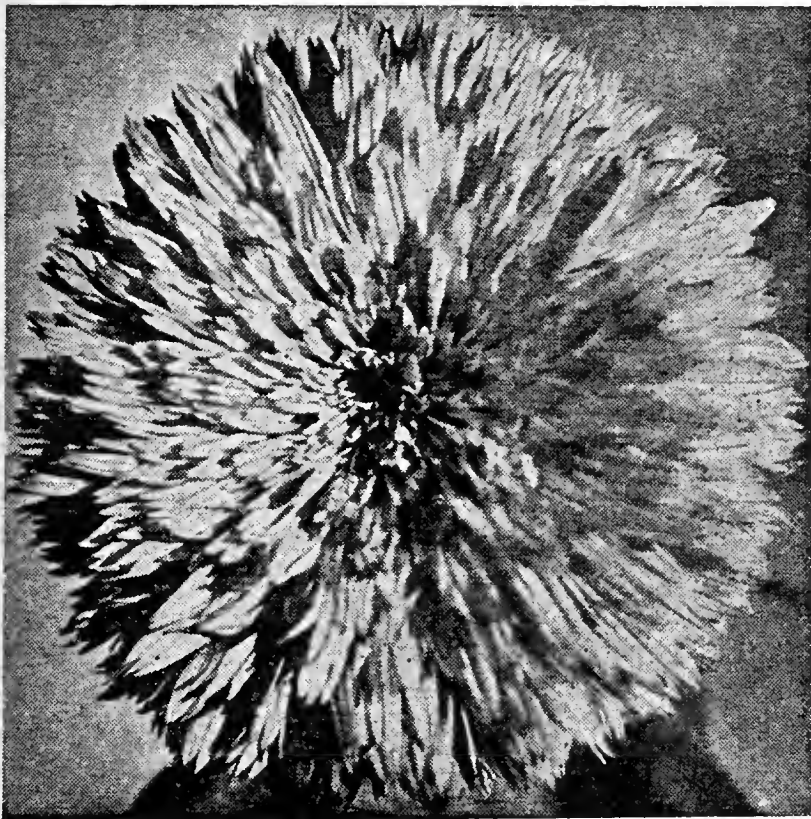
MONARCH DE CAEN. Very favorite strain. Immense brilliant flowers. 10 for 40c; 25 for 90c; 100 for \$3.00, prepaid.

Anemones from queer bulbs spring.
Their blooms would please a queen or king.
So colorfull! Magnificent!
When cut, 'tis days before they're spent.

New Bachelor Button What! No "Kolored Kiver"?



Jubilee Gem Compact plants, about 12 inches high, literally covered with vivid double blue flowers. The foliage is different from all other Bachelor Button or Cornflower, forming a mass of bright green, contrasting well with the blue flowers. Fine for edgings, borders, rock gardens and pots. Also, make lovely bouquets when cut, and keep well. Pkt. 10c; 3 pkts. 25c.



"Chrysanthemum-Sunflower"

Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled, giving the appearance of a glorious chrysanthemum. The plants, 5 to 7 feet tall, have many branches, each branch carrying a gorgeous golden flower. Special stock from our own plants, re-selected for years. Price for Re-Selected Seed. Pkt. 10c; ½ oz. 40c; oz. 75c.

Annual Lupins Easy to grow annuals with long flower spikes bearing pea-shaped flowers. Do well in partial shade. Do not confuse these with the larger, perennial Russell Lupins. **Dark Blue, Rose, and Mixed** colors. Pkt. 10c, 3 pkts. for 25c.

No, we didn't forget to provide a real catalogue cover for this booklet.

For years we sent out a 64 page catalogue like this and everybody seemed happy about the whole thing. Orders were plentiful and profitable. Well, relatively speaking. It does not take much profit to satisfy us.

Came the great color wave. A glorious wave, too. And it's going to wave for a long, long time, bigger and brighter as time goes on. We are for it. With reservations. We are for it, if some one else pays the color bills.

Theoretically, however, nobody needs to pay the color bills. Colors produce more business, so that the extra orders and extra profits pay the extra cost of colors. Halp! Halp! Where am I?

I'm not arguing for or against colors. But assuming that "colors or no colors" you will order about as usual, we have lowered many prices, right in the face of higher operating costs and higher prices in general. We feel that the saving in our "Kolorless Kiver" will give us the breaks. But if have guessed wrong—well, that would be just too bad—or bad for two—Ev and me.

One thing I do know. All the colors in the world could not make the seeds we send you one bit better. I do know also that the quality of our stocks are far above the average. Not the only super good seeds, but right up at the top with best obtainable.

You've probably heard that joke. "An optimist is a guy who thinks he can grow flowers or vegetables like the pictures in the catalogues." I might add, and like some of the descriptions in catalogues, mine included. We just naturally talk about how fine these things can be, and are, grown under very favorable conditions. If this be treason—shucks, you knew this all the time!

Substitutes for colors. Many customers keep our catalogues for years, not because our catalogue would win in a beauty contest, but because we give a good many helpful hints about gardening. And, as you may have noticed, we run in some talks that have little or nothing to do with making gardens or money.

Ev and I believe in helping you to cultivate a few smiles as well as your garden. Maybe, though, I ought to label some of my jokes.

Getting back to "Kolored Kivers". Even if I wasn't sold on color work, who am I to say one word against this work? Many of our customers are printers and engravers. They must eat. As I have tried to make clear, my blessing goes with good color work. Can I help it if we crave to be different once in a while, for a change?

The cost of color work decreases as quantity of catalogues increases. And vice versa. Some firms print a million or more catalogues a year. Our edition much less. So maybe we better let you use your imagination after reading descriptions.

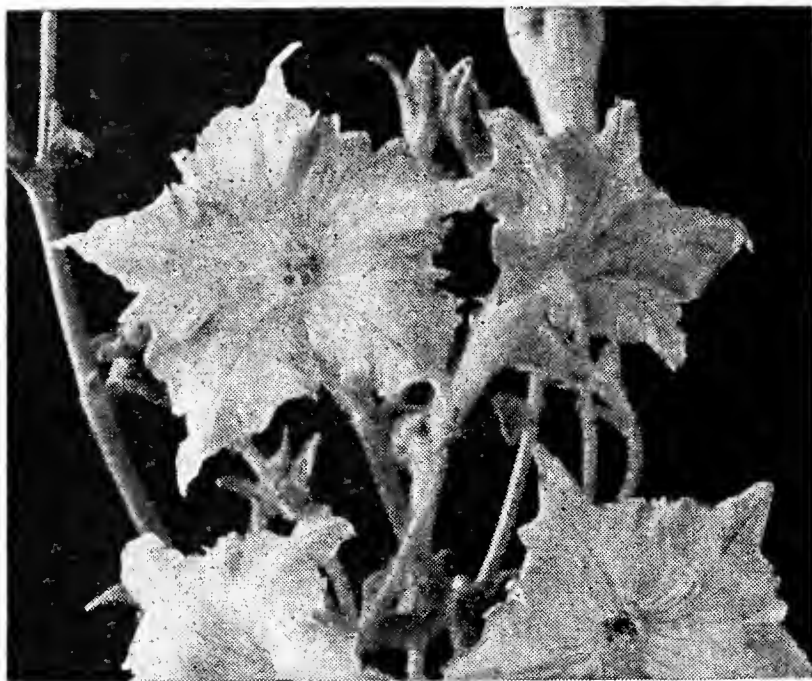
"Gone With the Wind"?

What "luck" did you have germinating our Morning Glory seed last season? We found some kinds rather slow and difficult to germinate—until we got on to some "first aids". About the middle of spring season we had some special suggestions printed and sent them with the Morning Glory orders.

Now if you failed to make yours grow—if your investment with us for Morning Glory seed is "Gone With the Wind", let us know and we will send you some more, no charge. Special directions will be sent this season with all Morning Glory orders.

We can not and do not, offer to replace seeds as a rule, that for reasons beyond our control may not grow. This offer applies to Morning Glories only, though at times if you do have unusually bad luck with other seeds we may replace at half price, to help out.

A Petunia "Gone Hollywood"



PETUNIA—"HOLLYWOOD STAR"

Hollywood Star is unique in form of flower, a five pointed star. The color is a charming shade of rich rose, with amber throat. An early, prolific and continuous bloomer. **Pkt. 15c.**

A BIG LITTLE BOOK

New Pronouncing Dictionary of Plant Names

Price, 25 Cents Prepaid

A 64-page booklet, 4x6 inches, just right for pocket—if you have a pocket.

Compiled by **E. R. Robinson**, associate editor of The Florist's Review. A big job well done.

More than the Title Implies. In addition to latest authentic pronunciation, a short, snappy definition also follows each name.

Botany students, and others who are on speaking terms with Latin, may already know the answers, or many of them. But this "Big Little Book" is a life saver for me and others. And we don't have to paw through and mangle a great big dictionary to find these plant names. As Andy would say, it's all right here in a coupla nutshells.

Not many, if any, who read this would make such a bad mistake as Mrs. Newlyrich, when she instructed her gardener to set out a bed of Salivas, with a border of Spittoonias all around the bed. But we doubtless do have our embarrassing moments. If space permitted, I'd just like to mention a list of names and ask you to check up on yourself.

"Yes, we have no musas today" may sound goofy, but turn to page 42 in the Big Little Book.

If a man has no hair, we say he is bald. Botanically speaking, we might refer to him as glaber. See page 29. Or if his pate is landslaped like my own, we might refer to it as candidissimus, semi-glaber. Page 14.

But why say more? For only 25 cents you can own a copy of this booklet. Just send us two bits and your copy will come romping to your fireside, prepaid.

NO RUSSELL LUPINS

Due to uncertainty of getting Russell Lupin seed from England, as before, and knowing of no other dependable source of supply, we do not offer this item.

We suggest, instead, that you go in for modern Delphiniums in a big way, or even a small way. These delightful "Dels" will give you even a greater thrill, and for less money, at our reduced Del prices for 1940.

'That's Right-You're Wrong'

You don't need to wait until the second year to enjoy Delphinium blooms from seed sown right out of doors in EARLY spring. Many plants will send up lovely spikes of blooms the first year. But, of course, still bigger and better the second season and thereafter.

Size No. 1 Gladiolus bulbs are **NOT** required to produce wonderful prize winning spikes. We have many customers, some way up in Canada, who win year after year with entries grown from our No. 2 size bulbs. Some grab off the blue and red ribbons with spikes grown from No. 3 bulbs. Of course, No. 1 bulbs also good.

Pike's Peak is **NOT** the highest mountain peak in Colorado. Long's Peak and a dozen or so others are still higher. As peaks go, however, Pike's is **SOME PEAK** (14,108 feet above sea level). It is the peak **most highly advertised and best known**. Long's Peak is 14,255 feet high.

Long's Peak was **NOT** named after me (JD). It was named **before** me, year 1819, in honor of Col. S. H. Long. Sorry. I'd like to own Long's Peak and bring it home for a pet. It is now, and has been, and will be, about 40 miles northwest of Boulder.

I do NOT plant seeds in the moon. But I will say there is often something uncanny the way gardeners succeed who do keep an eye on the moon. I've always noticed that such gardeners also keep an eye on their plantings, working when others are tearing around like mad in autos, to no purpose.

There is NOT a crying need for so many new creations in the vegetable and floral world. True, we want **SOME** new and improved varieties from time to time. But looks to me hybridizers and introducers have gone hog wild and expect planters to do the same.

What we do need is to know how far to go in taking on some new kinds each year. But that's our tough luck. Pretty hard to tell. As for Ev and myself we are going to keep posted best we can and add just a few of really noteworthy new varieties each season. And keep up the quality of the tried and true kinds of known value. "The best is good enough for our customers."

We do NOT mail our special Summer Iris List to all who receive our Spring catalogue. This wonderful list of most of the world's largest and best Iris, is sent to those who sent us Iris orders the past three years and others who ask for it, or whose friends ask us to send the list. Iris list is mailed late in June.

It is NOT true that seeds and bulbs from **high altitude** should not do well in lower altitudes. On the contrary, high altitude stocks usually do better than any other in lower altitudes, other things being equal. Low altitude stocks may not do so well first year in high altitudes, but this is not a case of "vice versa."

"You're Right—I'm Wrong"

In some verses, scattered through this catalogue, I did strain a point. My excuse is I wasn't smart enough to make certain words rhyme otherwise. Isn't there some alibi under the head of "Poetic License"?

Four O'Clocks do **NOT** make the best hedge, everything considered. But for an annual, they do make a fine hedge. Mexican Fire Bush (Kochia) also great for hedge. Can be trimmed.

Maybe Salpiglossis does **NOT** appeal to one's "proboscis". But it was the only word that came to me when I needed that rhyme.

Pacific Giants Delphinium are **NOT** so tall as California Redwoods. But grow some yourself and enjoy their size and beauty.

Maybe "The nicest lawn that I have seen" was **NOT** grown from our seed. If so, charge that boner up to self hypnotism, or something.

Peas with zippers may sound fantastic. Maybe I'm just "ahead of my time". I'm for 'em.

What word rhymes with orange? Search me.—JD.

WHAT'S NEW THIS YEAR?

Plenty. And then some. The real job is not to find new originations for the garden but—

To sort out and discard most "new creations", because they are not enough better than existing varieties to justify naming and introducing—there's the rub.

There isn't much to get excited about in new varieties for 1940. But we have added a few, some offered for the first time by any firm, others not really new, but not listed before by us.

In **Asters** we have added the **EARLY BEAUTY**, separate colors and mixed. This is similar to our "Boulderado Beauties"—not quite so large, but **earlier**. Very good. Also, a new mixture of Asters containing mostly **real early varieties**, in several types and a good range of colors. See Aster page.

Our **Zinnia** pages have always carried just about all the really worth while kinds. Now we have added that new giant red, "**Will Rogers**". Another red, entirely different type, "**Wildfire**". Golden State has been replaced by "**Oriole**", similar but better. The Pompon section has been pepped up with addition of "**Valencia**". Last, but not least (except in size), is that cutest of all little red Zinnias, "**Tiny Tim**". Refer to Zinnia pages for descriptions of types, colors and prices.

Wrexham Delphiniums you can now have in separate colors in addition to our wonderful mixture. Note our new reduced prices on most all Delphiniums. See Delphinium page.

Our **Sweet Pea** list has always included the cream of Spencer varieties. New additions are Bridal Veil, Flag Ship and Welcome. Nifty names, don't you think? The varieties are as nifty as their names. Often the reason your **WHITE Sweet Pea** seeds rot instead of grow, is that you planted white seeded variety. Plant "**Bridal Veil**", a blackseeded white kind.

Perennial Blue Flax has been called for so much that **NOW** you may add this to your order. This blue Flax grows about 2 feet high. Has dainty sky-blue flowers on graceful arching stems in great profusion and over a long period. **Pkt. 10c; ¼ oz. 25c.**

Two New Marigolds. You couldn't miss it—that **Super Gigantea Double Orange** on front cover page. If you like the large and lovely "**Sunset Giants**" (and breathes there a man, or woman, who doesn't) then you will have a fit when you see this whale of a Marigold, which appears to me to be developed from the **Sunset Giant** strain by painstaking selection the past few years, to segregate the color, increase the size, make the plant more sturdy, and pep up the blooming date. Sold in packets only, this season. **Pkt. 20c; 3 Pkts. 50c.**

The other new addition to our Marigold list fills a Long felt want. It is the lovely "**Dixie Sunshine**" type and color, but an **EARLIER** strain, called "**Early Sunrise**". See page 2.

A new summer squash, **EARLY PROLIFIC STRAIGHT-NECK**, takes the place of our former **Giant Crook-Neck**. This new variety won the 1938 All-American Award. Plants strictly bush, admitting close planting. Fruits straight, smooth and creamy color. Firm and usable when only 4 inches long until a foot long. **Pkt. 5c; ¼ lb. 30c; lb. \$1.20.**

Salmon Glory Phlox

PHLOX DRUMMONDI GIGANTEA TYPE (ANNUAL)

The flowers are unusually large for Phlox, up to 1¼ or even 1½ inches across not uncommon with ordinary culture. (Thin to 12 inches for best results.)

The color is pure salmon-pink, with creamy-white eye, one of the most beautiful combinations ever seen. **Pkt. 20c.**

For more than thirty years in all,

We've sent our booklets, spring and fall.

Three million catalogues we've mailed,

In all that time, few seeds have failed.



Larkspur "Cockade Salmon Pink"

New Annual Larkspurs

We have always kept up with the "besta, if not the mosta" in improved Annual Larkspurs. See back cover page. Note our "**Dandy Dozen**" for 1940. What's more, we have reduced all 15c varieties to only 10c. That's great. But, still better, we offer two extra special Collections. See Page 64.

Our two new Larkspurs for this season are "**Cockade Salmon-Pink**" (Macdonald) and "**Super Majestic Rose-Pink**" (Ferry-Morse Co.).

Here's a snapshot of **Cockade Salmon-Pink** as it grows for the originator. This strain is compact, and produces 10 to 12 heavy base branching spikes of florets. The individual flowers are fully double, closely spaced on a 16 to 18 inch spike. The color is especially beautiful under artificial light. **Pkt. only 10c.**

The most sensational Larkspur of the year is that glorious **SUPER MAJESTIC ROSE-PINK**. See back cover page for field photo. Note the full size he-man almost lost in this "**Floral Forest**". Our seed of this overwhelming giant beauty is sent you in the originator's sealed envelope, enclosed in our own for double protection. Sold in packets only. **Pkt. 25c.**

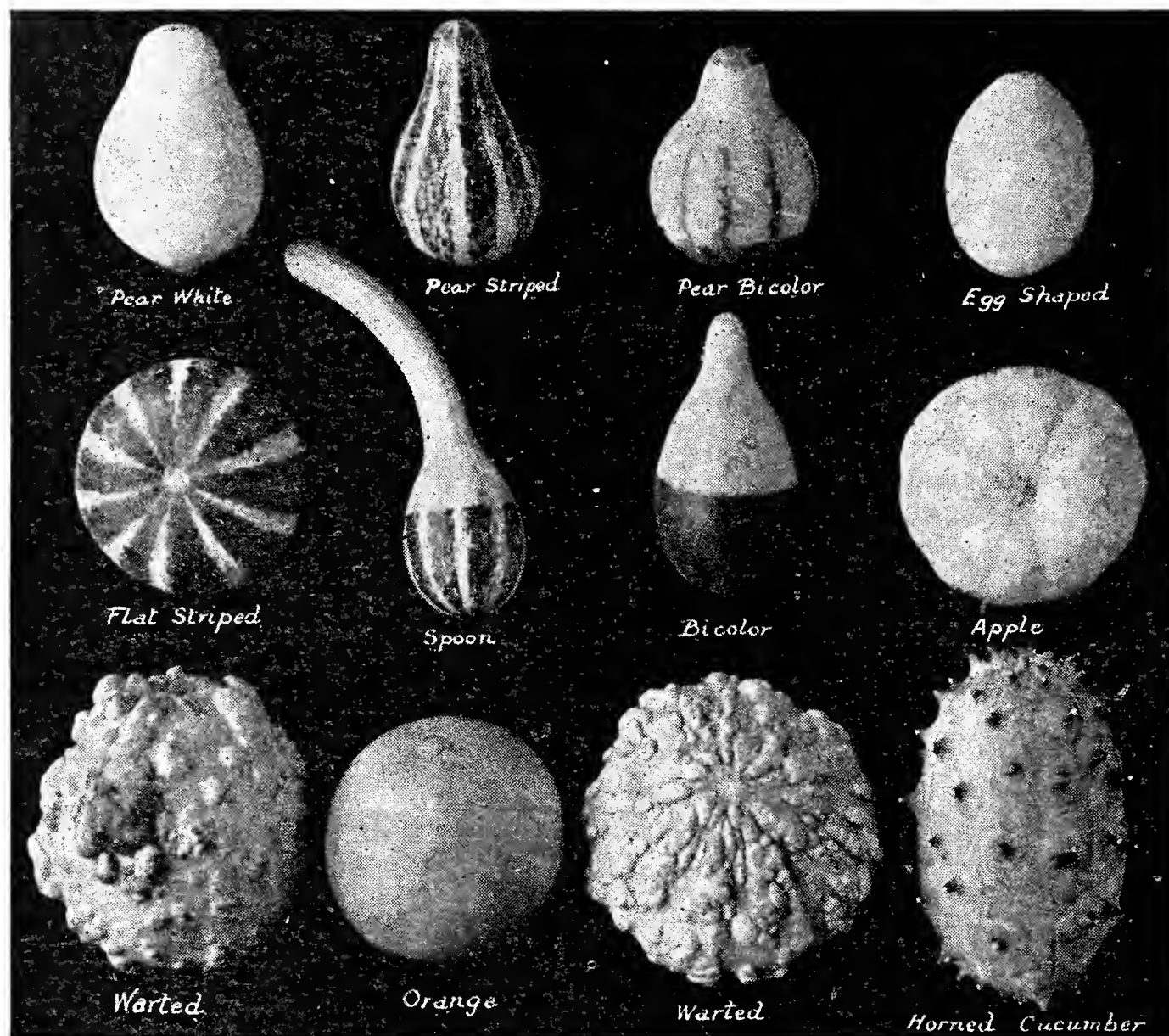
Who said **Morning Glories**? If you have **Morninggloryitis**, we prescribe for you our special Collection. See Morning Glory pages. Note the new kinds for this year, and the near-new as well.

That "**Mile-a-Minute**" Vine seems to be a sort of white sheep in the Morning Glory family. Frankly, I'd be surprised to see it run a mile in three minutes. I never saw it. They do say it is interesting on account of the dainty foliage a lacy green, rather than heavy rank growth. Oh, well, a dime for a packet won't break you up.

"**You can't have everything**". That is, not all in one variety. You can't have those super swell double rose-type Hollyhocks, unless you plant them **this** year for blooms **next** year and after.

But now you **CAN** have very beautiful Hollyhock blooms the first year from seed. Just plant seed of the new, true **ANNUAL Hollyhock**, "**Indian Spring**". The blooms are sorta semi-double, and measure about 5 inches across. Comes in mixed colors only, ranging from pale pink to crimson-rose. **Pkt. 15c; 2 Pkts. for 25c.** (See illustration, page 19.)

Gourds Galore - Ornamental and Useful



Gourd flowers are often beautiful. The fruits ornamental and often useful. The small fancy gourds are excellent toys for children, while the larger gourds may be used as dippers, sugar troughs, bowls and bird-houses.

PRICES:

All Gourds (except Horned Cucumber) at same price: Pkt. 5c; oz. 30c.

Small Gourds

PRICES: All Gourds (except Horned Cucumber) at Pkt. 5c; oz. 30c.

APPLE GOURD.

BICOLOR. Half green. Half yellow.

EGG SHAPED. Used as nest eggs.

FLAT STRIPED. Green and white stripes.

HORNED CUCUMBER (Pkt. 10c; oz. 50c).

ORANGE. Color and shape of an orange.

PEAR SHAPED MIXED. See types above.

SPOON. Ball shaped. Long neck.

WARTED. Mixed colors and shapes.

SMALL MIXED. Ornamental kinds in a great variety of shapes and colors.

Large Gourds

DIPPER. Grow your own dippers.

CALABASH. Pipe Gourd or Powder Horn.

DISH CLOTH. The fibrous interior may be used like a sponge.

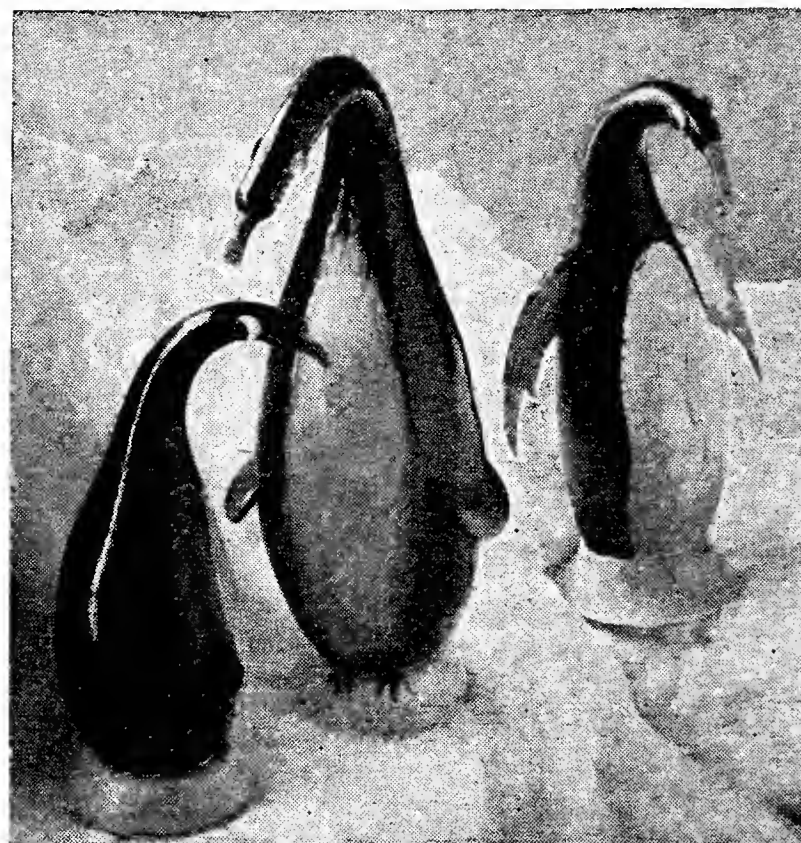
HERCULES CLUB. Enormous club-shaped.

LARGE MIXED. An interesting variety of the large sorts in one mixture.

NOTE. In ordering Mixed Gourds, be sure to state whether Small, Large or the Pear Mixture.

PRICES: All Gourds (except Horned Cucumber) at Pkt. 5c; oz. 30c.

Life in Antarctica



Calabash Gourds Decorated as Penguins

Seems every one is growing Gourds
(When not a dashing round in Fords).
I say, without no ifs nor buts,
These Gourdish fans are going nuts.



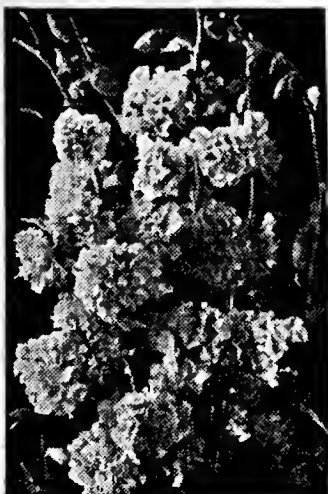
Aster
Long's Special Mixed
All types—all colors



Bachelor Button
Double finest mixed
Splendid for cutting



Calendula
Chrysantha Strain
Buttercup yellow



Clarkia
Double Carnation
Flowered. Mixed

Flower Seeds

Three 10c pkts. for 25c; 7 for 50c
(Additional 10c pkts. at 7c each.)

Amaranthus Graceful plants with ornamental foliage. All kinds, Mixed. Pkt. 5c; ½ oz. 15c.

Anchusa (Italica Dropmore.) Perennial. Tall, showy plants, bearing deep sky-blue blooms. Pkt. 15c; ½ oz. 50c.
Anchusa is another kind
For center bed, or just behind.
The "Dropmore" grows both rank and tall.
It blooms and blooms till early fall.

Anchusa (Blue Bird.) Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

Aster Long's Special Mixed, see illustration. Pkt. 10c.

Baby's Breath London Market annual white improved. See illustration. Pkt. 10c.

Bachelor Button Finest mixed double. See illustration. Pkt. 10c.

Balloon Vine Annual climber. For screens. Soak seed 24 hours. Pkt. 5c; ½ oz. 15c.

Balsam (LADY SLIPPER.) Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children.
DOUBLE MIXED. Pkt. 5c; ¼ oz. 25c.

The Balsam, known as "Touch-Me-Not,"
Is seldom grown, almost forgot.
Yet children have a lot of fun—
They pinch the pods, then off they run.

Boltonia Perennial, 5 to 6 feet, bearing star-shaped lavender-pink blooms. Pkt. 10c.

Calendula New Chrysantha strain. See illustration. Pkt. 10c.

Calliopsis Bush plants 2 feet high covered with showy flowers. Pkt. 5c; ½ oz. 15c.

Canary Bird Flower Fls. Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt. 10c; ½ oz. 20c.

Candytuft PURE WHITE, FINE MIXED. Pkt. 5c; oz. 25c.

GIANT HYACINTH-FLOWERED CANDYTUFT. Extra large, pure white. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Carnation Chabaud's Giant, mixed colors. See illustration. Pkt. 10c.

Celosia Or COXCOMB. OSTRICH PLUME. Feathered varieties mixed. Pkt. 5c; ¼ oz. 25c.

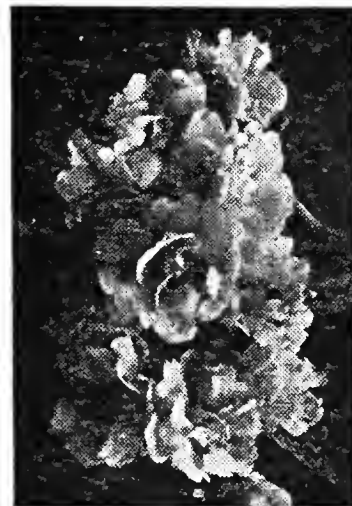
Crested Coxcomb Dwarf plants with bright red combs of immense size. Pkt. 10c.

Chinese Forget-Me-Not (Cynoglossum.) Rich blue. Blooms from seed in short time. Thrives under good or poor conditions. Pkt. 10c; ½ oz. 30c; oz. 50c.
Some folks we know are kinda sot,
They never plant Forget-Me-Not.
But if they knew how quick these grow,
They'd plant the Chinese strain, I trow.

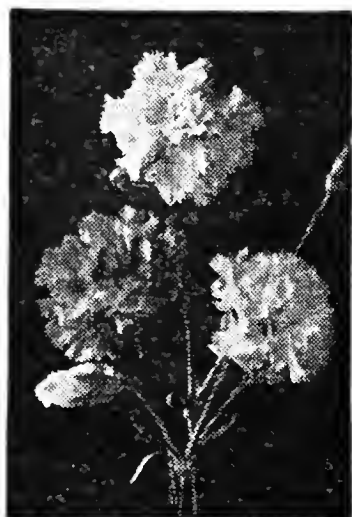
Chrysanthemum DOUBLE ANNUAL. Small flowered Mixed colors. Pkt. 10c; ¼ oz. 25c.



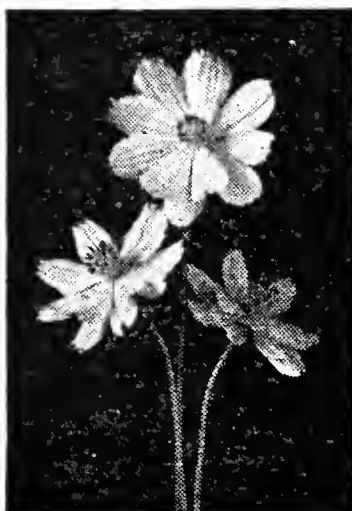
Baby's Breath
London Market annual
White improved



Balsam (Mixed)
(Lady's Slipper)
Children's favorite



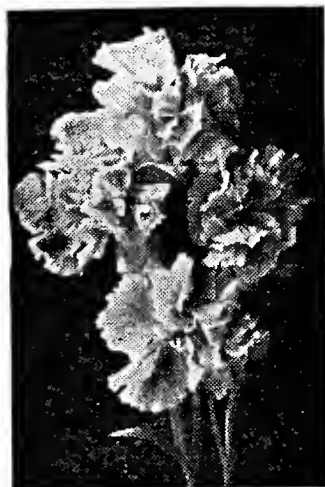
Carnation (Hardy)
Chabaud's Giant
Mixed colors



Cosmos
Early Giant Flowered
Fine mixed



Evening Primrose
Large, yellow,
fragrant



Godetia
Gladiolus flowered
Mixed for cutting



Larkspur
Giant Imperial Mixed
Finest cutting

Fox Glove Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second year from seed. Pkt. 10c.

Gaillardia Portola Hybrids. Shades of bronzy-red, golden tipped. Very robust. Pkt. 10c. See illustration.

Geranium Perennial blooming first year from seed if started early. Fine mixed. Pkt. 15c.

Geum (Mrs. Bradshaw.) Perennial. Bearing double orange-scarlet flowers second year and after. Pkt. 10c; 1/4 oz. 50c.

Geum (Lady Stratheden.) Flowers golden yellow. Pkt. 10c; 1/4 oz. 50c.

Godetia Gladiolus flowered mixed. See illustration. Pkt. 10c.

Heliotrope Perennial, blooming first year. Choice mixed. Pkt. 10c.

Clarkia Double Carnation flowered, mixed. See illustration. Pkt. 10c.

Cobaea Scandens (CATHEDRAL BELLS.) Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell-shaped flowers. Pkt. 10c; 1/2 oz. 25c.

Cosmos "Early Giant"

F27. WHITE

F29. CRIMSON

F28. PINK

F30. FINE MIXED

Your choice of any of these colors, or mixed: Pkt. 10c; 1/2 oz. 25c.

Cypress Vine F31. Rapid climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt. 10c; 1/2 oz. 25c.

Dahlia Seed LONG'S SPECIAL MIXTURE. Pkt. 25c. LONG'S PROFESSIONAL MIXTURE. Seed saved from the finer varieties. Pkt. \$1.00.

Daisy DOUBLE. The poet's favorite flower. Perennial, blooming first year from seed. Very neat for borders. F32, PINK; F33, WHITE; F34, MIXED. Price for either color or mixed: Pkt. 10c.

Evening Primrose (Oenothera Lammiana.) Plants 2 to 4 ft. Blooms from seed sown outdoors from early spring to June. The large yellow, fragrant blooms open at twilight. Do not confuse with Evening Scented Stock (Bicornis). Pkt. 10c; 1/2 oz. 30c; oz. 50c. See illustration.

Evening Scented Stock (Matthiola Bicornis.) Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name "Bicornis." Pkt. 10c; 1/2 oz. 25c.

Now if you crave a pleasant shock,
Sow seed of Evening Scented Stock.
Delightful fragrance your's each eve,
And funny seed pods blossoms leave.

"Forget-Me-Not" Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt. 10c; 1/4 oz. 25c.

Four o'Clock Good old-fashioned easy-to-raise flowers, splendid for hedge center or background. Mixed colors. Pkt. 5c; oz. 20c; 1/4 lb. 60c.

The Four O' Clock's a dual plant.

Try beat it for a hedge—you can't.

And when that hedge bursts into bloom,

For more these flowers there isn't room.

Japanese Hop A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt. 10c; 1/2 oz. 25c.

Kochia Foliage turns red in fall. See illustration. Pkt. 10c.

Larkspur Giant Imperial mixed. See illustration. Pkt. 10c.

Marigold Tall African mixed. See illustration. Pkt. 10c.

Tall Marigolds are all the rage,
For other kinds, see second page.

Mexican Fire Plant (Heterophylla.) Also called "Annual Poinsettia," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt. 10c; 1/4 oz. 35c. (Caution! Do not confuse this with Kochia, called Mexican Fire Bush.)



Gaillardia
Shades of bronzy red
Golden tipped. Robust



**Kochia—Summer
Cypress**
Foliage red in fall



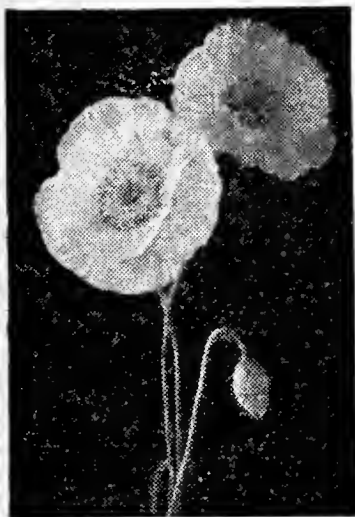
Marigold
Tall African
Mixed colors



Nasturtium
Golden Gleam
Sweet scented



Phlox—Annual
Grandiflora
Choice mixed



Poppy
Shirley—All types, all
Colors mixed

Mignonette No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.
LONG'S SPECIAL MIXTURE. Extra fine varieties mixed. Pkt. 5c; $\frac{1}{2}$ oz. 25c.
Li'l' Ferdinand jest set and set,
And smelled the fragrant Mignonette.

Nasturtium Golden Gleam. See illustration. Pkt. 10c.

Nasturtiums, Dwarf—Pkt. 5c

EMPRESS OF INDIA. F77. Crimson.
GOLDEN KING. F78. Rich orange-yellow.
KING THEODORE. F79. Velvety crimson.
PEARL. F80. Lemon-yellow or primrose.
Any separate color: Pkt. 5c; oz. 10c.
LONG'S SPECIAL MIXTURE. F76. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 40c.

Nasturtiums, Tall—Pkt. 5c

Fine for covering trellises, stumps, fences, etc. Very showy.
ROSE. F84. Bright soft rose.
SCARLET. F85. Bright scarlet.
SUNLIGHT. F86. Clear rich yellow.
VESUVIUS. F87. Salmon-rose.
Any separate color: Pkt. 5c; oz. 10c.
LONG'S SPECIAL MIXTURE. F82. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 40c.

Nicotiana (FLOWERING TOBACCO PLANT.) Pkt. 5c.

Petunia Mixed colors. See illustration. Pkt. 10c.



Petunia
Choice mixed colors
Splendid



Poppy—Double
Carnation Flowered
Fringed petals. Mixed

Phlox Drummondii For beds and massing nothing surpasses these beautiful annuals.
GRANDIFLORA MIXED. See illustration. Pkt. 10c; $\frac{1}{2}$ oz., 30c; $\frac{1}{4}$ oz. 50c.

The annual Phlox, Drummondii strain,
Is back with us once more again.
This year we have a brand new story,
About the lovely Salmon Glory. (Page 25.)

Pinks (DIANTHUS.) Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

HEDDEWIGII. F94. Finest of all pinks. Great variety of colors. Pkt. 10c; $\frac{1}{2}$ oz. 30c; $\frac{1}{4}$ oz. 50c.

Gorgeous Poppies Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

DOUBLE CARNATION FLOWERED. Perfectly double, globular flowers with fringed petals in many brilliant colors, mixed. Pkt. 10c; $\frac{1}{2}$ oz. 25c. See illustration.

TULIP POPPY. F95. Vivid scarlet. Pkt. 10c; $\frac{1}{4}$ oz. 35c.



Salpiglossis
(Velvet Trumpet)
Mixed colors. Showy

In Poppies one can easily find
The tall and short, most any kind.
Few flowers make such brilliant shows.
They make you glow from head to toes.

SHIRLEY. F96. Beautiful poppies, white, pink, lavender, purple, crimson, single and double, mixed. Pkt. 10c; $\frac{1}{4}$ oz. 25c. See illustration.

ORIENTAL. F97. (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt. 10c; $\frac{1}{2}$ oz. 25c.

Portulaca (ROSE MOSS.) F 99. SINGLE MIXED. Pkt. 5c; $\frac{1}{4}$ oz. 25c.

Sow Portulacas very shallow,
In soil that's good, and free from tallow.
Be sure to wait till ground is WARM,
Then seeds will grow and blossoms swarm.

DOUBLE SHIRLEY POPPIES. You'll like these

(F0137, Rose.) Pkt. 10c.
(F0138, Salmon.) Pkt. 10c.
(F0139, Mixed Double.) Pkt. 10c.

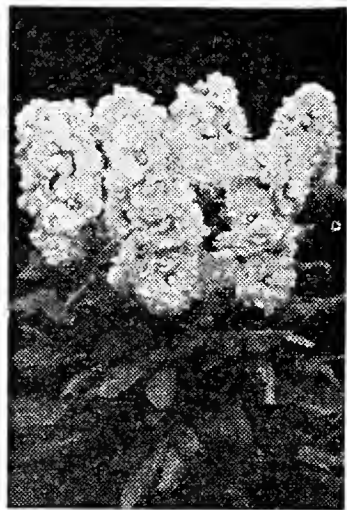
PEONY-FLOWERED POPPIES. Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. Shrimp Pink, Red or Mixed colors. Either color or many colors mixed, pkt. 10c; 3 pkts. 25c; $\frac{1}{2}$ oz. 25c; oz. 40c. (The Shrimp Pink is exceptionally fine.)

Portulaca FINE DOUBLE MIXED. F100. Pkt. 10c.

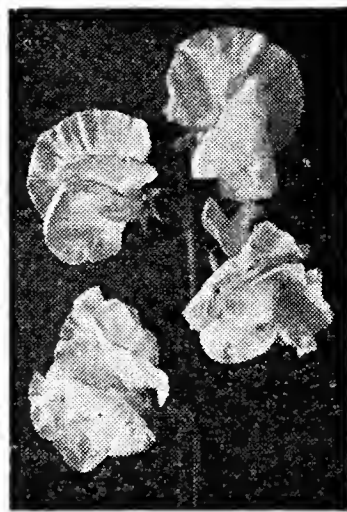
If you are feeling sad and sobby,
Then start at once some sort of hobby.
Beat your friends a growing flowers,
Work and sweat, then take your showers.



Scabiosa
(Pin Cushion Plant)
Mixed colors



Stocks (Ten Weeks)
Annual. "Cut and
come again." Mixed



Sweet Pea—Long's
"33 in 1" Spencer
mixtures. Gorgeous

Sweet Pea Long's "33 in 1" Spencer
mixture. See illustration.
Pkt. 10c.

Verbena Giant mixture. See illustration.
Pkt. 10c.

LONG'S "Hit or Miss" A "Surprise"
mixture of
many kinds flower seeds—as one customer
said, "It's all hit and no miss." Something
new nearly every day after begins to bloom.
Makes a hit with all who try it. Large pkt.
10c.

Here's something nice for ma and sis,
It is our famous 'Hit-Or-Miss.'
Each morning something new is seen
That pleases gals—and Harold Teen.

Rincinus (CASTOR BEANS.) Tropical-
looking plants growing to im-
mense size from seed sown after danger from
frost. Pkt. 10c; oz. 25c.

The Castor Bean makes quite a tree.
Now here's a tip I'll give you free:
Plant Morning Glories at its base,
The vines with blooms will upward race.

Salpiglossis (VELVET TRUMPET.) Very showy plant with
trumpet-shaped blossoms in rare combina-
tions of color, beautifully marbled and pen-
cilled. Mixed colors. Pkt. 10c.

The tall, bizarre Salpiglossis
Appeals to eye and to proboscis.

Salvia (SCARLET SAGE.) Standard bed-
ding plant where brightness of
color is wanted. Flowers borne in spikes of
fiery red, lasting long time. Pkt. 10c; ¼ oz.
60c; ½ oz. \$1.00. Annual.

The bright red Salvias do their best,
And bloom for months so full of zest,
If planted where will have full sun
Their blossoms dazzle, almost stun.

Scabiosa Mixed colors. See illustra-
tion. Pkt. 10c.

Scarlet Flax (LINUM.) Bright red
flowers. Pkt. 5c; oz. 25c.

Perhaps you're sad and feeling blue,
Then grow some Flax of that same hue.
Its blooms you see for many weeks,
May bring a smile back to your cheeks.

Snapdragons Many colors of Giant
kinds (and rust-proof).
Pkt. 10c. See illustration.

Stocks TEN WEEKS. F103½. "Cut
and come again" fragrant an-
nual. Profuse bloomer. Colors range
through all the soft and distinct shades.

DWARF LARGE TEN WEEKS STOCKS. In
separate colors.
(F0131, BLOOD RED.)
(F0132, CARMINE PINK.)
(F0133, LAVENDER.)
(F0134, PEACH BLOSSOM.)
(F0135, WHITE.)
(F103½, MIXED COLORS.)
Your choice any color or mixed. Pkt. 10c.
Any 3 Pkts for 25c.

Strawflowers Everlasting for winter
bouquets. See illustra-
tion. Pkt. 10c.

Wild Cucumber A quick-growing
annual—30 feet in
a season. Soak seed in warm water 24 hours.
Pkt. 10c; oz. 25c.

The "Cuke" that's known as wild grows fast,
And shades the porch till summer's past.
The seed pods set so full of stickers
Should not be sat upon in knickers.

Seeds for Rock Gardens

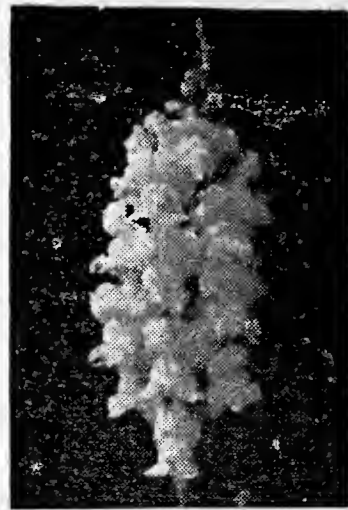
We have never gone into the Rock Garden
phase of gardening, but in answer to a demand
from our customers for good but inexpensive
seeds for Rock Gardens and similar uses, we
have secured from seed specialists the follow-
ing seeds:

Rock Garden Seeds. Annuals, in mixed vari-
eties and colors. Pkt. 10c.

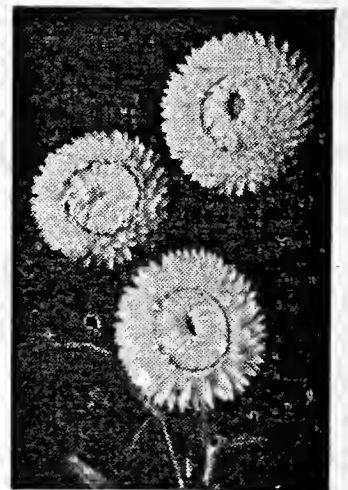
Rock Garden Seeds. Perennials, in mixed
varieties and colors. Pkt. 20c.

Super Wired Wood Labels

Took me YEARS to locate the real good
grade of copper wired wood label of good size
and "Super-Smooth." You need them for label-
ing cloth bags. Very useful in garden also.
Not painted. 100 for 40c; 200 for 75c; 500 for
\$1.60; 1,000 for \$3.00, prepaid.



Snapdragon
Large, lovely flowers
in many colors, mixed



Strawflowers
(Everlastings)
For winter bouquets



Verbena
Make a big show
Giant mixture

BOULDER, COLORADO

COLORADO Customers: Please Add State Sales Tax. Thanks.

ORDER BLANK—Continued

QUANTITY	NAME	VARIETY	Amt. Brought Forward	
Total Amount Enclosed →				

SHALL WE SUBSTITUTE? *If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....*

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:


THE J·D·LONG SEED COMPANY
BOULDER, COLORADO

State.....Express Office.....

[illegible]

ONLY COLORADO Customers: Please Add State Sales Tax. Thanks.


ORDER BLANK—Continued

QUANTITY	NAME	VARIETY	Amt. Brought Forward	
Total Amount Enclosed 				

SHALL WE SUBSTITUTE? *If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....*

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:





JD Sez, Sez 'e

Meet the young man who delivers the goods, Everett Curtis Long. Middle name and good looks inherited from his mother. As Andy would say, he comes from a long line of Curtises.

And he didn't come any too soon. Has been the junior member of the firm since graduating from our state university a few years ago. Fills a Long felt want. Sure great for me, and for you also, to have him on the job.

In general, I spend much of my time in the office, while Ev looks after the production or growing end of the business. But I still haunt the fields, eager to see the flowers bloom, especially the new varieties. And at times offer some suggestions, though Ev is handling this growing problem so much better than I could that my worries in that line are over.

What helps still more is the fact that Ev has relieved me of every bit of the work and headaches in connection with accounting and making out the many income, social security, and various tax reports to state and federal authorities. Ev took to that like a duck to water. And when his reports are turned in they are correct, thanks be.

Still more. You probably wonder what in Sam Hill is left for ME to do. Believe you me, there's plenty, plus. Everett pitches in and helps with the orders, the correspondence, the catalogue work, and all that. It's good for him and good for the business, both now and eventually. The day must come when Ev will have to take over, though I hope to stick around for quite a while yet.

Ev and I have many things in common. He scales the highest mountain peaks, on foot. I climb as far as the Ford can get a toe-hold and let it go at that. We both weigh our words. Ev weighs his before speaking. I weigh mine after talking. We both went through the Colorado state university here at Boulder. Ev sauntered along, taking four years. I made it in one afternoon flat, as the guest of the superintendent of buildings. Ev won Phi Beta Kappa. I'm a charter member of the Alfalfa Belts.



By the way you ought to see Colorado's university. It's great. Getting bigger and better from year to year. Many come for a term or two in summer. Almost like taking a vacation for folks "back east". Climate is naturally air conditioned. Days not very hot. Nights always cool. Ideal for classes and "home work". High grade instructors. Week end hikes and beefsteak fries in the mountains—hey, if I say more I'll be talking myself into going back for post graduate work.

Suggestions: Write to University of Colorado for information about summer school—and usual courses as well. Write Boulder Chamber of Commerce for interesting booklet about Boulder and its environs. Write Chamber of Commerce, Estes Park, Colorado, for nifty folder concerning Estes Park and Rocky Mountain National Park, where Long's Peak resides and presides.

The rhymes that through these pages run
Are not by Mary Livingston.
My modesty (you know so well!)
Won't let me come right out and tell
Just who the author really is.
But you might ask "Professor Quiz."
Or, if you think he's any wiser,
Then page the great "Professor Kyser."



One of the 5 Long Iris Fields. "Write right now" to have your name put on our special Iris file, so you will get the new Iris folder last of June. See also Page 50.

Gladiolus Bulbs FOR WINTER AND SPRING DELIVERY

☞ Kinds, Sizes and Prices in This Catalogue Cancel All Former Listings or Offers ☞

Three Size Glad Bulbs

The **LARGE BULBS** measure (in diameter) from 1¼ inches up, mixed sizes. (Part No. 1 and part No. 2 sizes.) This size is designated by the letter "**L**".

MEDIUM BULBS measure ¾ inch to an inch or larger, mixed sizes. (Part No. 3 and part No. 4 sizes.) These Medium Bulbs bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium bulbs** are designated by the letter "**M**".

NOTE: If sold out No. 1 size, we may send all No. 2 for Large, but more of them. If out No. 3, will send all No. 4 but more of them. Usually have enough so can send as noted above, however.

SMALL BULBS are designated by the letter "**S**". They will average nearly half-inch in diameter. **Not sold as blooming sizes**, yet many will bloom.

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters **L, M** or **S**.

Prices, Terms, Delivery

I prepay all Glad orders. (Except at wholesale as noted.)

Each item on your Glad order must amount to not less than 10c.

TERMS: Cash with order, or ¼ cash with order, balance C. O. D. Or send ¼ with order, and balance any time before shipment.

DELIVERY: (Except wholesale lots.) I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be SURE to give express office address also when ordering.

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but many smaller bulbs will bloom, producing small spikes. **Large** and **Medium** best for blooms.

More About Bulb Sizes

Please read again above regarding sizes of bulbs—Large, Medium and Small. Note that Large does not mean No. 1 size but 1¼ in. up—part No. 1, part No. 2. Medium does not mean No. 2 size nor all No. 3.

Second Choice, Please

Sooner or later, some kinds and sizes of Glad bulbs will be sold out. Saves a lot of time and correspondence if you will kindly—

1. Name a few varieties that we may send in case sold out of any item on your order;
2. Say if we may send another size.
3. Say if we may send something good, our selection, from kinds we have to spare.

HOW TO SEND MONEY

For small amounts, stamps, coin or currency usually safe if sent in our strong return envelopes. Money Orders or checks safer, account if lost or stolen neither you nor we can lose.

Right now when many prices rise,
We may be wrong, we may be wise,
To make OUR prices somewhat lower,
And help each eager garden grower.
To carry out this noble plan,
Some frills and costs we've had to can—
Send out a modest catalogue,
And not, this year, put on the dog.

If You Pay P. P. or Express

All Glad bulbs in this catalogue are priced **PREPAID**, except wholesale lots.

BUT, many customers have been much pleased with my special proposition.

If the customer pays express on Glads priced prepaid, I will send extra Glads to more than offset the express charges. I'll send extra bulbs of kinds on your order, or some good kinds, my selection, or maybe both.

If order part from wholesale list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to **COVER SENDING COSTS ON PREPAID ITEMS.**" ☞

Send No Money for P. Post

Express is often cheaper than parcel post, as bulbs take a special low rate by express.

But if you specify parcel post shipment and you pay carrying charges, then we ship C. O. D. for postage. Please do not send any money in such cases for postage or try to estimate it. Nor say you will remit for postage later.

We keep no postage accounts. Either express, you pay express on arrival, or parcel post, the postage C. O. D.

Any Glads priced prepaid may be ordered f. o. b. Boulder, at the prepaid prices, but I then send you more than enough extra stock to offset the carrying charges. (Order should be \$3.00 or more to take advantage of this offer.)

Safe Delivery Guaranteed

We ship bulbs all winter. Prefer to ship soon as order received, because have so many other shipments in spring. But, of course, will hold until spring if you say so. Safe delivery guaranteed. You take no risk, no matter when we ship.

LONG'S Long Count

As all my old customers know, your GLAD orders will be filled most liberally. I could promise you more for your money, but I like to surprise you by doing better than I offer. The larger the order, the more liberal the overcount.

Special Price on Large Lot

Send list for price on the lot, if you care to, but only for good sized lots, not a list amounting to only a few dollars. I'll make you price f. o. b. Boulder on the list. Please state definitely the kinds, sizes and quantities of each wanted.

"Glad Gossip," 10 Cents

"Glad Gossip" is a 24-page booklet I wrote to help both amateurs and professional growers get the most pleasure and profit from their Glads. Doesn't tell all there is to know about Glads, but tips you off about many points of vital interest.

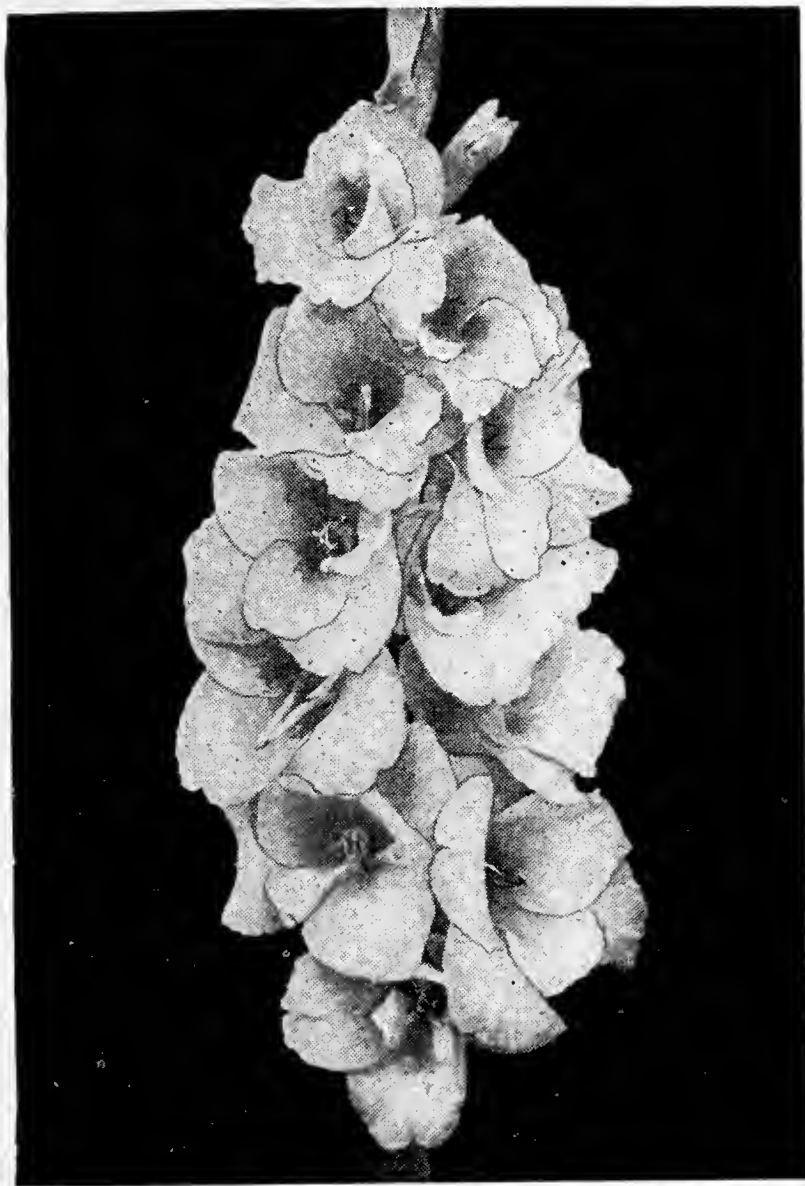
Among other things, about eight pages are given to **thrips**. Many who followed my suggestions last season solved their thrips problems, and have renewed their enthusiasm for growing Glads as a hobby or for market.

The price is 10 cents. If not worth 10 cents then it isn't worth sending for. It's been worth dollars to many Glad growers. You'll be surprised.

Free with Glad orders amounting to 50c or over, if asked for when order is sent. Otherwise, 10c please.

A New Super Glad "New Zealand Splendor"

(Originated by W. R. Toon, New Zealand)



Eventually, if not now, you will say, "Well, JD and Ev sure picked a winner that time."

First off, however, we do not herald this as the Long looked for perfect Glad. But here are some of its good "pints".

The plant and spike sturdy and strong. Blooms large. Many open. A crooked spike or misplaced bloom "very unusual".

The color is medium pink, with throat blotch of orange-scarlet. The shade varies somewhat, depending on soil and weather.

The florets set close to the spike, and are well faced and spaced. They look you right in the eye.

New Zealand Splendor is a Picardy and Mrs. S. A. Errey seedling. Thanks to Canada and Australia as well as New Zealand.

The price per bulb is \$2.50 for either large or medium size. (No small bulbs.) YOUR choice large or medium while we have both sizes. OUR choice when one of the sizes is gone. **Bulblets sold only with bulbs.**

Bulblets 25c each. Not more than 12 bulblets sold with one bulb. If want more bulblets, buy more bulbs. (No New Zealand Splendor offered as extras with orders, or at wholesale, this season.)

The best buy is in sets of one bulb and 12 bulblets for \$5.00. The bulb alone is worth \$5.00 if ever a new variety was worth that. So you virtually get the bulblets free.

The Glad with lots of up and go
Is Barcarole. It's swell, by Jo.
"New Zealand Splendor" teems with oomph.
It's spike is taller'n "Hetty Boomp."

Choice Named Gladiolus

VARIETIES
OF

These Prices Prepald Bulbs Plainly Labeled

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate; but must amount to not less than 10c.)

Acadia (Palmer.) Geranium-pink. Cream throat. Tall, stiff, straight spike. Many well placed large blooms open. Lovely. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Acadia's a Glad you'll like,
The blooms face nicely on the spike.

Adirondack (Christ.) Large, dark rose. Very unusual color. (L. 10c) (M. 2—10c).

Aida (Pf.) Rich, deep violet-blue. Large, tall, straight, early, strong grower. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Aladdin (Palmer.) Big bright salmon, with cream blotch. (L. \$1.50) (M. \$1.00) (S. 50c) (Blts. 2—25c; 5—50c).

Alayne (Kinyon.) Beautiful new shade of light rose. Never flecks. Straight stems. Blooms somewhat ruffled and all face one way. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (S. 5—10c; 10—20c) (Blts. 50—25c).

Algonquin (Palmer.) Brilliant glowing red. Very large and fine. (L. Each \$2.50) (M. \$1.50; 10—\$12.00) (S. \$1.00; 10—\$8.00) (Blts. 35c; 10—\$2.50).

Amrita (Palmer.) Shades of capucine buff. yellow throat, ruffled. (L. 50c) (M. 30c) (S. 20c) (Blts. 10—25c).

Amulet (Palmer.) Heavily ruffled buff. (L. \$1.50) (M. \$1.00) (S. 50c) (Blts. 20c; 3—50c).

Angelica (Baerman.) New, lovely waxy frilled pink. (L. \$1.00) (M. 60c) (S. 40c) (Blts. 10—30c).

Arabella (Pf.) Glossy, dark purple, almost black. Large florets: heavy texture. (L. 15c) (M. 10c). Scarce. No lower prices on larger lots.

Arethusa (F-B.) Heavy ruffled apricot with cream throat. (L. \$1.20) (M. 80c) (S. 50c) (Blts. 10—50c; 100—\$3.50).

Ariadne (Baerman.) Tall blotched white. (L. 75c) (M. 50c) (S. 30c).

Auahi (From New Zealand.) Smoky mauve, suffused old rose, white throat. Unusual exhibition variety with up to 10 open. (L. 25c) (M. 15c).

Ave Maria (Pf.) Large near-blue. Tall straight spike. Many large blooms open. Early. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Bagdad (Palmer.) Smoky old rose. Large. Tall straight spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Barcarole (Palmer.) New large, tall, clear orange. (L. 75c; 10—\$6.00) (M. 50c; 10—\$4.00) (S. 30c; 10—\$2.40) (Blts. 2—25c; 10—\$1.00).

Beacon (Palmer.) Red salmon with large cream blotches. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c) (Blts. 50—25c).

Beautiful Ohio (Hul.) New tall lavender-rose. (L. 25c; 10—\$2.00) (M. 20c; 10—\$1.60) (S. 10c; 10—80c) (Blts. 12—25c).

Berty Snow (Mair.) Large lavender. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Betty Brown Eyes (Briggs.) Orange, maroon blotches on two lower petals. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c).

Betty Co-Ed (Briggs.) Soft creamy pink, "that schoolgirl complexion." (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Betty Co-ed, with "that complexion,"
Has blooms all pointing same direction.

Betty Nuthall (Salbach.) Coral with orange throat. Still one of the best. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Bill Sowden (Fallu.) Very large deep red. Favorite Australian Glad. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Black Opal (Errey.) Deep red. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (Blts. 8—25c; 40—\$1.00).

Blue Admiral (Christ.) Deep violet-blue. Clear color. Tall, strong straight spike. Large blooms, well faced, plenty open. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Blue Beauty (Blaue Schonheit.) (Pf.) Giant light blue with edges of petals overlaid violet-blue. Wide opened florets. A super Ave Maria. (L. 12c; 10—\$1.00) (M. 2—15c; 10—60c).

Bob White (Zimmer.) Immense white with two rose lines on lower petals. Tall, straight spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Camellia (Palmer.) New blush white with orange blotch on cream ground. Tall, straight spike. (L. 30c) (M. 20c; 10—\$1.60) (S. 10c).

Camellia, from Palmer's hand,
Is making friends to beat the band.

Carillon (Palmer.) Beautiful rose with white throat. (L. \$1.50; 10—\$12.00) (M. \$1.00; 10—\$8.00) (S. 50c; 10—\$4.00).

Chamouny (Baerman.) New light cerise-rose. A Picardy seedling of real merit. (L. \$2.00) (M. \$1.25) (S. 75c) (Blts. 10—40c; 100—\$3.00).

Champlain (Palmer.) A healthy, vigorous near-blue. Soft violet with slightly darker throat. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Changeable Silk (Baerman.) Flesh toned rose pink overlain with silvery sheen. A sensational break in color. (L. Each \$6.00) (M. Each \$4.50) (S. Each \$3.00) (Blts. Each 75c).

Charles Dickens (Pf.) Radiant purple. Very tall, good spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Christabel (Mitsch.) Shrimp pink with cream throat. (L. 2—14c; 10—60c) (M. 3—10c; 10—30c).

Commander Koehl (Pf.) Immense dark scarlet of glowing brilliancy. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Coral Glow (Ellis.) Rich coral-rose. Marvelous color. Delightfully different. Spikes tall. Blooms large. Best of the Ellis varieties we have seen. (L. \$1.50; 10—\$12.00) (M. \$1.00; 10—\$8.00) (S. 50c; 10—\$4.00) (Blts. 3—50c).

A Glad you'll like right well, I trow,
Is colorful big Coral Glow.
And if a giant white you crave,
I'll bet "Snow Princess" makes you rave.

Coronation (Palmer.) Light, salmon, shading to cream. Exhibition type. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Some kings may spurn that highest station,
But all would love Glad, "Coronation."

Debonair (Palmer.) LaFrance pink. Throat shrimp pink and cream. Tall, straight spike. Very long flower head. Blooms spaced and faced right, and a whale of a lot of them. Another Palmer winner. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Do-X (Pf.) Amber yellow. Good form, good size. Long spikes. (L. 12c; 10—\$1.00).

Dr. Durr (Pf.) New white with cream throat. Very early. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Dr. Hoeg (Prestgard.) Glistening dark red. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Dr. Moody (Kinyon.) Large lavender. Early. Good straight spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Duna (Palmer.) Soft light pinky buff. A beautiful clear, distinct new shade in Glads. Tall, straight spike. The opening florets look like lovely rosebuds. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Early Dawn (Briggs.) Tall and large, very early rich geranium pink. Color deeper on lower petals. One of the few large, good, early pinks. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Early Peach (Pruitt.) Peach-red, blending to ivory in throat. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Early Rose New. Originated by Milton Jack, Canada. Milton's got something there. Sez'e: "Rich rose, shading to lighter rose in throat. Twenty buds, 8 open. Fine form and placement. Unique color. Early." (L. 2—15c; 10—60c).

Early Sunrise (Vel.) Large, tall, deep salmon. Early. (Color varies.) (L. 2—14c; 10—60c).

Edith Robson (Australia.) Light salmon-rose with reddish blotch. (L. 2—12c; 10—50c) (M. 10—25c).

Ellen Marie (Pruitt.) Salmon-pink, 6 to 9 blooms open. Flowers very large, of exhibition type. Beautifully ruffled. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c) (Blts. 25—25c).

Eloise (Dorrett.) Clear, dark lavender or orchid. Unusual shade. LOVELY. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (S. 3—10c; 10—25c) (Blts. 25—20c).

Emile Aubrun (Lemoine.) Huge spike flower of smoky bronze, with cherry blotch. Great favorite. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Old Emile Aubrun's going strong.
Most Glads its age would say, "So Long."

Euides (Errey.) Ivory white, with edges shaded pink. Tall. Large. (L. 15c) (M. 10c).

Evelyn Kirtland (Mrs. Austin.) Deep rose-pink. Center shell-pink. Scarlet blotches lower petals. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Fata Morgana (Pf.) Peach blossom. Amber throat. EXTRA EARLY. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Flaming Meteor (Mitsch.) Extra large, red blooms. (L. 2—15c; 10—60c) (M. 3—10c; 10—30c).

Frost Pink Ornatus (Evans.) Lovely ruffled silvery pink. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 10—25c).

Gate of Heaven (Pf.) Straight spike. Strong growing, pure, rich, deep yellow. Florets large, ruffled, well placed and of good substance. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Golden Chimes (Ellis.) Beautiful large light yellow. (L. 2—12c; 10—50c).

Golden Cup (Palmer.) Yellow. Deeper than Golden Dream, and larger. Good tall, straight, stiff spike, with plenty well placed blooms. A crooked spike of Golden Cup is almost unknown. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Still hunting yellows? Don't give up. Until you win, plant Golden Cup.

Golden Goddess Salbach's patented exhibition yellow. **LARGE:** (Each, 10c) (3—25c) (6—50c) (12—90c) (25—\$1.75) (100—\$6.00).

MEDIUM: (3—20c) (6—35c) (12—60c) (25—\$1.15) (100—\$4.40).

PREPAID. No discount or extras offered.

Green Light (Pf.) New ruffled white with green cast when flower opens. (L. 20c) (M. 12c).

Heiligtum (Pf.) Large alabaster white, with creamy throat. Strong grower. Long, straight spike. (L. 20c; 10—\$1.60) (M. 12c; 10—\$1.00).

Hercules (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. (L. 10c; 10—80c) (M. 2—10c; 10—40c).

Heritage (Ristow.) Very large warm pink, throat lighter, with white midribs on lower petals. (L. 10c; 10—80c) (M. 2—10c; 10—40c).

Honor (Mrs. Kinyon.) New clear liven-der. Opens six large, well placed blooms. Straight, stiff spike. Beautiful! (L. 2—15c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

Iosco (Kinyon.) Giant exhibition yellow or "ivory-buff." (L. Each 75c) (M. Each 40c) (S. Each 20c) (Blts. 5—20c).

Irak (Mitsch.) A silvery-grey sport of Bagdad. Finer color than MARMORA, taller. A giant novelty. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 2—10c; 10—40c) (Blts. 20—15c; 100—60c).

Isola Bella (Pf.) Giant Cattleya pink with a soft lilac hue. The florets are ruffled. (L. 12c) (M. 2—15c).

Jasmine (Palmer.) New lemon yellow. (L. Each \$2.00) (M. \$1.25; 10—\$10.00) (S. 75c; 10—\$6.00) (Blts. 20c; 10—\$1.50).

Jersey Cream (Evans.) A new good commercial. Strong grower. Good habits. (L. 2—15c; 10—50c) (M. 3—10c; 10—30c) (S. 10—20c).

Jos. Hayden (Pf.) Light lavender with dark violet blotches on lower petals. A striking novelty. (L. 50c) (M. 25c).

J. S. Bach (Pf.) Immense salmon-or-ange. Here is one answer to "What's a good early red?" (L. 2—15c; 10—60c) (M. 3—10c; 10—30c) (S. 10—20c).

King Arthur (Arenius.) Grand deep rose-lavender. Florets very large, of distinct shape, edges fluted, of heavy substance. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

King Arthur cost a hundred bucks, When it was new—a Glad de-luxe.

Libelle (Pf.) Heliotrope-blue, violet feather in throat. Flowers large. One of the clearest of the "blues." And early. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Londonderry (Christ.) Giant rich bronzy orange with faint smoky cast over all. Touch of carmine in the throat. A giant in both plant and flowers. (L. 2—12c; 10—50c) (M. 3—10c; 10—30c) (S. 10—15c).

Louis d' Or (Pf.) Bright orange-yellow early Decorative. Lively. (L. 10c; 10—80c) (M. 2—10c; 10—40c) (S. 10—20c).

Maid of Orleans (Pf.) Large lovely milky white with cream throat. Tall, straight spike. Flowers perfectly placed. A glorious white. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

I love to don my threadbare jeans, And cut a bunch of Maid-Orleans.

Mammoth White (U. B.) Immense white. Several spikes make a mass of blooms. A dozen are "stupendous, colossal"! (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Margaret Beaton (Twomey.) New, immense white, with orange-scarlet blotch. (L. \$1.00; 10—\$8.00) (M. 60c; 10—\$4.80) (S. 40c; 10—\$3.20) (Blts. 2—25c; 12—\$1.00).

A Glad as grand as Mrs. Heaton, But color white, is Marg'ret Beaton.

Margaret Fulton Superb early salmon decorative. A distinct shade, different from the color of any other variety. Not mammoth, but good size. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Marmora (Errey.) Immense smoky lavender from Australia. Many blooms open, on good, tall, straight spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Matador (Christ.) Lavender-red, with dark blotches. Similar to Early Rose. Deeper color in throat. (L. 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 2—10c; 10—40c) (Blts. 20—25c).

A Matador, as color goes, Looks much the same as Early Rose.

Maunga (New Zealand.) Gigantic pure white. Prize winner at many New Zealand shows. Exhibition Glad, but florets too loosely attached for a good commercial. (L. 10c; 10—80c) (M. 2—10c; 10—40c).

Milford (New Zealand.) Clear, even tone of lovely light blue. Flowers very large, 9 open. Spike and placement splendid. A sturdy, healthy, beautiful giant Glad. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c).

Millie Parks (New Zealand.) Shrimp pink, flaked rose dore, primrose throat. An improved D. A. Hay. (L. 25c; 10—\$2.00) (M. 12c; 10—\$1.00) (S. 2—15c; 10—60c).

Minuet (J. C.) Large lavender. Our stock Minuet slightly mixed. Runs around 90% pure. Special prices. (L. 3—12c; 10—40c) (M. 10—20c). (No small. No bulblets.)

Miss Alameda (Salbach.) Large deep salmon-pink, with carmine blotch. Tall straight spike. Florets large and of heavy substance. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Before Miss Alameda blooms, Each bud a thing of beauty looms.

Miss Greeley (Briggs.) Very similar to Mr. W. H. Phipps, but better in some points. **Miss Greeley is about three weeks earlier than Phipps.** (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Miss Greeley ain't the only honey,
But 'cause so early, makes you money.

Miss Marion (Zimmer.) A very distinctive shade of mauve lavender not seen in any other glad. A soft cream throat further enhances its beauty. (L. 20c; 10—\$1.60) (M. 10c; 10—80c) (S. 2—12c; 10—50c) (Blts. 12—25c).

Miss New Zealand (New Zealand.) The sensational salmon-apricot Glad that put New Zealand on the Glad map. Gigantic in every way. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—25c).

A Miss New Zealand grew so high,
The tip was lost up in the sky.
(Editor's Note: I don't believe it.)

Morocco (Pf.) Very dark maroon. Buds almost black. Large. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Morning Serenade (Fischer.) Pink and cream combination. (L. Each \$1.20) (M. Each 80c).

Mother Machree (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Mr. W. H. Phipps (D.) "The Wonder Glad." La France pink. Has been grown with 20 open late blooms. (L. 2—12c; 10—50c) (M. 10—25c).

Mrs. Douglas (Diener.) Begonia-rose, striped brilliant scarlet. Very tall, large, vigorous. Old, but good. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Mrs. E. J. Heaton (Heaton.) Glowing salmon with clear cream throat. 6 to 8 large flowers open on tall, strong, straight spikes. Stands heat and other adverse conditions. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Mrs. E. J. Heaton's hard to beat,
There's one good Glad that stands the heat.

Mrs. E. J. Toon (Toon, New Zealand.) A tall, very large fine white. (L. 25c; 10—\$2.00) (M. 10c; 10—80c) (S. 2—12c; 10—50c) (Blts. 8—25c).

Mrs. G. Wade (Whiteley, New Zealand.) Medium yellow. Same shade as Golden Chimes. Early, 8 to 10 open. (L. 2—15c; 10—60c) (M. 3—10c; 10—30c).

Nadia (Leffingwell.) Small Decorative. Upper petals bright salmon. Lower petals deep yellow. Long flower head. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c) (Blts. 12—25c).

New Era (Ellis-Majeski.) Eosine pink blended with La France pink. A pink that is PINK. Soft cream throat, white midribs. Extremely ruffled (very frilled). 10 open florets, 18 florets and buds. Always straight. Heavy texture. (L. 20c; 10—\$1.60) (M. 2—25c; 10—\$1.00) (S. 2—15c; 10—60c) (Blts. 15—25c).

Ninth Symphony (Pf.) Vivid salmon red with silky sheen. No markings. Florets very large, wide opened, lasting. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—30c) (Blts. 25—25c).

Our Selection (Australia.) Salmon-red, flecked with deeper shade, often marked with slate flakings. (No. 2 size 2—12c; 10—50c) (M. 3—10c; 10—30c). Our stock very small. None to offer in larger lots at lower prices.

Paradise (Pruitt.) Apricot-buff, shading to yellow in throat. Tall spike. Color similar to Wasaga. Vigorous grower. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Now, if you crave a color nice,
Grow Pruitt's lovely Paradise.

Paul Grampel (Pf.) Brilliant scarlet. (L. 25c; 10—\$2.00) (M. 20c; 10—\$1.60).

Peggy Lou (Wilson-Evans.) Smooth, deep shrimp pink with a rosy cast, and slight peppering of deeper rose in throat. Very similar to PICARDY in every way except that PEGGY LOU is deeper in color. Winner of many prizes. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (No. 5 10c; 10—80c) (No. 6 10—40c) (Blts. 25—25c).

As man to man, I say to you,
To win a prize, grow Peggy Lou.

Pelegrina (Pf.) Near blue. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Pensacola (Christ.) Scarlet red. (L. 2—15c; 10—60c) (M. 3—10c; 10—30c) (Blts. 20—15c).

Pfitzer's Masterpiece Large salmon-pink, lighter throat. Many open. (L. 25c; 10—\$2.00) (M. 20c; 10—\$1.60).

Picardy (Palmer.) Soft shrimp pink. (L. 2—10c; 10—40c) (M. 5—10c; 10—20c) (S. 10—10c).

New Glads still come, and many go,
But Picardy still stops the show.

Prairie Gold (Corrington.) Rich deep yellow. Carmine on tips and reverse side of petals. Tall. Blooms medium size. (L. 10c; 10—80c) (M. 2—15c; 10—60c) (S. 3—10c; 10—30c) (Blts. 25—25c).

Puritan (Baerman.) New ruffled pure pink. (L. \$1.20) (M. 80c) (S. 50c) (Blts. 10—50c).

Rameses (Stevens.) Red-purple with deep crimson blotch. Supply small. (M. 3—10c; 10—30c).

Rapture (Palmer.) Medium light salmon with diffused creamy blotch. Very strong grower. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Rawhiti (Juryan.) Very large salmon-pink. Edges of petals penciled mauve. 10 to 12 large blooms open. (L. 50c; 10—\$4.00) (M. 30c; 10—\$2.40).

Recado (Palmer.) Gigantic new smoky. (L. 50c; 10—\$4.00) (M. 40c; 10—\$3.20) (S. 20c; 10—\$2.40) (Blts. 5—15c; 40—\$1.00).

Red Phipps (Briggs.) A glowing red, splendid spike, good placement. Favorite Commercial red, and highly prized by fans. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Red Phipps was introduced by me.
To it I "point with pride"—JD.

Redwood Beauty (Majeski.) Something like the popular "Our Selection," but larger, brighter and more dazzling and spectacular. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

A Glad that does its honest duty,
Is John Majeski's "Redwood Beauty."

Regent (Palmer.) Fine new scarlet. Big. (L. 50c; 10—\$4.00) (M. 30c; 10—\$2.40).

Resolution (Baerman.) Giant rich scarlet. Usually ruffled. (L. \$1.00) (M. 50c).

Reverie (Palmer.) Light pink, cream. (L. 2—15c; 10—60c) (M. 3—10c; 10—30c).

Richard Wagner (Christ.) Good cream, nearly white. Glad of good size and satisfactory habits. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c).

Rewi Fallu (Australia.) Tall, straight, strong spike with 6 or more massive, rich deep red blooms open at once, and plenty buds showing color.

Rewi Fallu is a healthy, husky grower. Makes fine clean bulbs, and good size bulb-lets that germinate easily and grow like weeds. Even medium bulbs produce exhibition spikes. Small bulbs produce spikes and blooms of surprising size and beauty.

NEW LOW REWI FALLU PRICES

(L. 2—25c; 10—\$1.00) (M. 2—12c; 10—50c) (S. 3—10c; 10—25c).

A running mate for Peggy Lou,
Is mammoth red Rewi Fallu.

Rima (Mitsch.) Lovely blend of lilac and rose, with lighter, creamy throat. One of the most beautiful of pastel-colored Glads. Tall, straight spikes with 5 to 7 open. "Delightfully Different." Has captured the fancy of both fans and florists. (L. 40c; 10—\$3.20) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20) (Blts. 10—30c; 100—\$2.00).

Grant Mitch's Rima, very large,
With beauty captivates our "Sarge."

Robert Burns (Christ.) Similar to Blue Admiral, but larger and better. (L. 15c; 10—\$1.20) (M. 10c; 10—80c) (S. 2—15c; 10—60c) (Blts. 25—25c).

Rosalind (Julyan.) Large rose with creamy throat. Good spike. Good placement. (L. 40c).

Two Glads of which I'm very fond,
Are Rosalind and Rosamond.

Rosamond (Wright.) Salmon-rose with darker blotch. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Royal Gold (Pf.) Upper petals yellow. Lower petals deep gold. (M. 20c; 10—\$1.60).

Sahara (Palmer.) Light brown to tan. Unusual color, well named. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

Salbach's Orchid (Salbach.) Similar to Minuet but pink. Fine spike. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

The Salbach Orchid has this trait:
Its spikes are always nice and straight.

Sandra (Palmer.) Shrimp pink, amber blotch. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20).

St. Lawrence (Christ.) Bright scarlet with cardinal throat. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—25c) (Blts. 20—25c).

Schwaben Girl (Pf.) Pure pink without markings—strong straight spikes. Large florets with round petals, 8 to 10 open. Surprisingly early for such a large, fine Glad. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Shirley Temple (Pruitt.) Immense ruffled cream, heavy "leathery" substance, tall spike. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—25c) (Blts. 25—25c).

With Shirley Temple now so cheap,
You can plant and grow a heap.

Simcoe (Vickers.) Light purple, flaked darker. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 10c; 10—80c).

Smiling Maestro (Christ.) Deep salmon-rose, flaked brown. Large exhibition type. (L. 2—15c; 10—60c) (M. 3—10c; 10—30c).

Star of Bethlehem (Pf.) Big pure white similar to Maid of Orleans, but larger. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (S. 10—20c).

Snow Princess (Pfitzer.) One of the best of all Pfitzer Glads. It has size, form, placement, spike, substance, and just a touch of cream to enhance its beauty. (L. 50c; 10—\$4.00) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20) (Blts. 4—25c; 25—\$1.00).

Snow Princess is a big new white,
You won't go wrong, if say, "I'll bite."

Sonatine (Pf.) Very tall, large, early, lustrous pink, with non-kinking spike. Florets very large with broad petals, strongly attached to spike. Tall, strong, straight spikes. Not a "Saxophone" spike in a carload! (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Too bad that dame, "Our Clementine,"
Grew ducks instead of Sonatine.

Southern Cross (New Zealand.) Large rich red. (L. 2—12c; 10—50c) (M. 10—25c).

In selling Glads, you'll take no loss,
If you will grow some Southern Cross.

Sweetheart (Prestgard.) Lovely decorative white with pink edges. Well named. EARLY. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c).

Taiaroa (New Zealand.) Salmon-pink, flaked slate with purple blotch. 9 large, well placed florets open at once. (L. 2—15c; 10—60c).

Takina (New Zealand.) Another giant as large as Miss New Zealand. The plant, spike and flowers are massive. Color, rosaline purple, flaked darker. (L. 10c; 10—80c) (M. 2—12c; 10—50c) (S. 3—10c; 10—25c) (Blts. 25—25c).

Tunia's Triumph (Both.) New giant exhibition salmon-red. Many large blooms open. (L. \$1.00; 10—\$8.00) (M. 50c; 10—\$4.00).

Uncas (Webster.) Deep coppery orange. 8 large blooms open. (L. 50c) (M. 30c) (S. 20c).

Vagabond Prince (Palmer.) Bronze-red, with rich orange-red throat blotches. Big seller. Order early. (L. 2—15c; 10—60c) (M. 2—10c; 10—40c) (Blts. 25—10c; 100—30c).

Valeria (Pruitt.) A very unusual soft shade of red. Large flowers on a straight, stiff stem. (L. 40c; 2—75c; 10—\$3.00) (M. 20c; 10—\$1.20).

Vista Bonita (Ellis.) Immense geranium pink. (L. 50c; 10—\$4.00) (M. 25c; 10—\$2.00).

Wasaga (Palmer.) A beautiful clear glowing buff with wide open ruffled blooms. (L. 2—12c; 10—50c) (M. 3—10c; 10—25c) (S. 10—15c).

Wasaga's color can't be beat,
That Glad looks good enough to eat.

Whero (New Zealand.) Immense scarlet-red with darker flecks at outer edges. (L. 10c; 10—80c).

White Spire (Kinyon.) The petals are chamois-like in substance, thick and resilient. Massive blooms of Glistening white. (L. 75c; 10—\$6.00) (M. 40c; 10—\$3.40) (S. 20c; 10—\$1.50).

Wurtembergia (Pf.) Very large red with white throat. (L. 2—12c 10—50c) (M. 3—10c; 10—25c).

Zuni (Mitsch.) Some experts say this is today the world's No. 1 Smoky Gladiolus. A rich, sparkling silvery-rose, lit by a large terra cotta throat. Many 6½-inch florets open at one time. Hard to believe your own eyes when you see ZUNI—also, IRAK. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 10c; 10—80c) (Blts. 10—25c; 100—\$1.50).

GLADIOLUS COLLECTIONS

\$3.30 Labeled Collection "A"

All Large Bulbs, Prepaid

- | | |
|---------------|--------------------|
| 5 Acadia | 4 King Arthur |
| 5 Ave Maria | 7 Libelle |
| 7 Betty Co-Ed | 6 Marg. Fulton |
| 4 Coronation | 5 Mrs. Douglas |
| 5 Debonair | 5 Pelegrina |
| 4 Dr. Durr | 6 Picardy |
| 5 Duna | 5 Salbach's Orchid |
| 7 Early Dawn | 6 Southern Cross |
| 5 Golden Cup | 7 Wasaga |

\$2.20 Labeled Col. "AA"

Same kinds and same number of bulbs as in Collection "A," but bulbs **Medium**, \$2.20.

\$1.80 Labeled Col. "AAA"

Same kinds and same number of bulbs as in Collection "A," but bulbs **Small**, \$1.80.

\$5.00 Labeled Collection "B"

All Large Bulbs, Prepaid

- | | |
|-------------------|-------------------|
| 6 Bill Sowden | 3 J. S. Bach |
| 5 Blue Admiral | 8 Maid of Orleans |
| 7 Champlain | 7 Miss Alameda |
| 4 Dr. Hoeg | 6 Miss Greeley |
| 5 Eloise | 5 Miss N. Zealand |
| 7 Emile Aubrun | 7 Mrs. Heaton |
| 6 Evelyn Kirtland | 6 Red Phipps |
| 6 Gate of Heaven | 3 Shirley Temple |
| 8 Gladdie Boy | 9 Sonatine |
| 5 Honor | 3 Vagabond Prince |
| 4 Jersey Cream | 3 Zuni |

\$3.80 Labeled Col. "BB"

Same kinds and same number of bulbs as in Collection "B," but bulbs **Medium**, \$3.80.

\$2.90 Labeled Col. "BBB"

Same kinds and same number of bulbs as in Collection "B," but bulbs **Small**, \$2.90.

\$8.00 Labeled Collection "C"

All Large Bulbs, Prepaid

- | | |
|-----------------|-------------------|
| 2 Blue Beauty | 2 Margaret Beaton |
| 6 Bob White | 5 Mrs. Wade |
| 4 Christabel | 5 Ninth Symphony |
| 2 Coral Glow | 5 Pensacola |
| 4 Early Rose | 7 Paradise |
| 5 Early Sunrise | 6 Rewi Fallu |
| 4 Hercules | 4 Rima |
| 3 Irak | 6 Robert Burns |
| 8 Londonderry | 3 Saharah |
| 6 Mammoth White | 4 Smiling Maestro |
| 7 Milford | 8 Sweetheart |

\$6.00 Labeled Col. "CC"

Same kinds and same number of bulbs as in Collection "C," but bulbs **Medium**, \$6.00.

\$4.00 Labeled Col. "CCC"

Same kinds and same number of bulbs as in Collection "C," but bulbs **small**, \$4.00.

Regarding Order Blanks

Please don't ever feel you must use any special form of order sheet. You will find an order blank at bottom the "LONG" Iris list sent with this Glad catalogue.

But use just any kind, shape, size or color paper you can lay hands on. Use pencil if more convenient than pen. Write plainly. Use a separate line for each item you order.

\$10.00 Labeled Col. "D"

All Large Bulbs, Prepaid

- | | |
|------------------|-------------------|
| 2 Barcarole | 4 Matador |
| 3 Beautiful Ohio | 4 Millie Parks |
| 4 Blue Beauty | 3 Miss Marion |
| 3 Camellia | 5 Mrs. E. J. Toon |
| 1 Chamouny | 3 New Era |
| 4 Ellen Marie | 4 Peggy Lou |
| 5 Eloise | 2 Prairie Gold |
| 5 Frost Pink | 3 Rosalind |
| 4 Isola Bella | 4 Snow Princess |
| 5 Louis D'Or | 2 Tunia's Triumph |

\$7.00 Labeled Col. "DD"

Same kinds and same number of bulbs as in Collection "D," but bulbs **Medium**, \$7.00.

\$4.80 Labeled Col. "DDD"

Same kinds and same number of bulbs as in Collection "D," but bulbs **Small**, \$4.80.

\$14 Labeled Collection "E"

All Large Bulbs, Prepaid

- | | |
|-------------------|-------------------|
| 1 Aladdin | 3 Rima |
| 2 Ariadne | 2 Rosamond |
| 1 Changeable Silk | 2 Sandra |
| 1 Coral Glow | 3 Snow Princess |
| 2 Heiligtum | 2 Tunia's Triumph |
| 1 Jasmine | 1 Uncas |
| 1 Jos. Hayden | 1 Valeria |
| 2 Puritan | 1 Vista Bonita |
| 1 Recado | 3 Zuni |

\$9.00 Labeled Col. "EE"

Same kinds and same number of bulbs as in Collection "E," but bulbs **Medium**, \$9.00.

\$7.00 Labeled Col. "EEE"

Same kinds and same number of bulbs as in Collection "E," but bulbs **Small**, \$7.00.

\$6.60 Rare Bulblet Collection "EEEE"

Each Variety Labeled, Prepaid

- | | |
|-------------------|--------------------|
| 4 Aladdin | 67 Louis D'Or |
| 12 Amrita | 39 Matador |
| 3 Amulet | 18 Miss Marion |
| 14 Angelica | 36 Ninth Symphony |
| 17 Auahi | 32 Peggy Lou |
| 16 Beautiful Ohio | 12 Puritan |
| 11 Black Opal | 44 Rewi Fallu |
| 34 Blue Beauty | 16 Rima |
| 2 Changeable Silk | 40 Robert Burns |
| 35 Eloise | 7 Snow Princess |
| 19 Frost Pink | 13 Uncas |
| 31 Isola Bella | 72 Vagabond Prince |
| 4 Jasmine | 15 Zuni |

NOTICE: Collections are sold as listed. Not split. We reserve the right to make a few changes in any Collection in case sold out some kinds. If need to send something else, it will be not only "just as good," but better, if possible.

Glad Gossip is now in its seventh edition. Ten thousand copies of 7th edition, and less than 2,000 left. It's a 24-page, handy size. Small type, packed closely, enables me to do a whale of a lot of telling in 24 pages. Something like 13,000 words. If all the words in all the booklets in all editions were laid end to end—that would be a silly job. But reading the words is a good paying job. **PRICE 10c. OR, FREE WITH A GLAD ORDER OF 50c OR MORE.**

Bulblets Per Pkt., 100, 1000—Prepaid

The number of bulblets in a packet is based on somewhat less than the 100 price for that variety. Real good value always. The larger the order the more liberal the overcount.

	Pkt.	100	1,000	Qt.
Acadia	\$0.10	\$0.15	\$1.00	\$2.50
Aida10	.20	1.50	...
Adirondack10	.20	...	1.50
Ave Maria10	.10	.60	1.50
Bagdad10	.10	.60	1.60
Berty Snow10	.10	.80	...
Betty Co-Ed10	.10	.60	1.50
Betty Nuthall10	.10	.80	2.00
Bill Sowden10	.15	.90	2.50
Blue Admiral10	.15	1.00	3.00
Bob White15	.20	1.80	4.00
Champlain10	.15	1.00	...
Chas. Dickens10	.15	1.00	...
Commander Koehl10	.15	1.00	3.20
Coronation10	.10	.80	2.40
Debonair10	.10	.80	2.40
Dr. Durr10	.10	.70	2.00
Dr. Hoeg15	.20
Dr. Moody10	.15	1.00	...
Duna10	.10	.70	2.00
Early Dawn10	.10	.50	1.25
Eloise20	.50	4.00	...
Ev. Kirtland10	.15	1.00	...
Fata Morgana10	.10	.60	1.50
Gate of Heaven10	.15	1.00	...
Golden Cup10	.10	.60	1.50
Honor20	.40	3.00	...
Jersey Cream15	.25	2.00	...
J. S. Bach20	.50	4.00	...
King Arthur10	.10	1.50	4.00
Libelle10	.10	.60	...
Londonderry15	.20	1.60	4.00
Louis D'Or20	.50	4.00	...
Maid Orleans10	.10	.80	3.00
Mammoth White10	.15	1.00	...
Margaret Fulton10	.10	.80	1.80
Marmora10	.15	.90	...
Milford15	.20
Miss Alameda10	.15	.90	3.00
Miss N. Zealand15	.50	4.00	...
Mrs. Douglas10	.10	.80	2.00
Mrs. Heaton10	.15	1.00	...
Paradise10	.15	1.00	...
Pelegrina10	.10	.80	...
Picardy10	.10	.50	1.50
Rapture10	.10	.60	1.60
Red Phipps10	.15	1.00	...
Rewi Fallu25	.75	5.00	...
Sals. Orchid10	.10	.80	...
Shirley Temple25	1.00	5.00	...
Sonatine10	.10	.80	2.00
Southern Cross10	.10	.80	2.00
Star Bethlehem20	.50	4.00	...
Sweetheart10	.10	.80	2.00
Vagabond Prince10	.30	2.40	...
Wasaga10	.10	.60	1.50

Rewi Fallu made good again this year. This is one of those Glads you should cut before many blooms open. Let most of the buds open indoors. Land sakes alive! Such fine, rich red mammoth blooms! And on good straight spikes, too.

A GLAD CATASTROPHE

Also known as a sad catastrophe. While I was working on this catalogue I received an order for half a dozen or so varieties of Glad bulbs from a fan back in my old home state, Iowa.

A letter said that these were to replace the same kinds he had stored in his cellar for the winter. But a cat celebrated New Year's eve a bit ahead of time, upsetting a number of Glad containers and producing a "Choice Mixture".

MORAL: We can't be too careful.

Early Bird Mixed

Mixed from good named varieties, **EARLY BLOOMING KINDS**. Miss Greeley and other good earlies included. Our selection. None labeled.

(L. 10—50c; 50—\$2.00; 100—\$3.60) (M. 10—30c; 50—\$1.20; 100—\$2.00).

Not so many kinds in Early Bird as in Exhibition Mixed.

Exhibition Mixed

Each order mixed from fine named varieties, our selection, none labeled.

(L. 12—50c; 50—\$1.80; 100—\$3.20) (M. 12—25c; 50—\$1.00; 100—\$1.80).

Super Special Long Season Mixed

Please note carefully that this is different from Long's Long Season Assortments.

The other Glad **ASSORTMENTS** are all of one variety in each Assortment, and the variety labeled. The bulbs are mixed sizes that will be in bloom a long time.

These Long Season **MIXTURES** are made up of many varieties. The bulbs are also mixed sizes, but kinds not labeled.

"**SUPER SPECIAL**" because this Long Season Mixture contains many grand varieties seldom, if ever, used in mixtures of any kind.

The bulbs are blooming sizes, from half inch or so up to nearly inch and a half.

LONG SEASON MIXTURES, PREPAID

33 Bulbs for...\$1.00 | 188 Bulbs for...\$4.00
77 Bulbs for... 2.00 | 244 Bulbs for... 5.00
122 Bulbs for... 3.00 | 313 Bulbs for... 6.00

"Don't Look Now," but I think I see some one putting in even more than these quantities when filling your order!

IF YOU PAY TRANSPORTATION on any bulbs, **PRICED PREPAID**, we add extra count to more than offset the sending cost parcel post or express charges. Just say, "I'll pay transportation."

"Your Subscription Expires"

As the magazines announce, "Your subscription expires with this number."

There is one way to renew your subscription to a magazine. Pay up.

There are two ways to keep yourself in good and regular standing on our mailing list. One is to send an order. The other is to drop us a line asking for catalogues.

We do not expect an order from everyone, every year. No mail order house does. And we are not stingy with catalogues, so long as they last.

We appreciate names sent us by customers and friends. But wish such names "hand picked." Only one, or a few, from any one person. Cannot use long lists. Do not offer any pay or premiums for names. Consider that you do your friend as big a favor as you do us when you have us place a name on our list for "Long's Garden Book."

SOIL AFFECTS COLOR OF GLADS

I wonder that more has not been said about this in catalogues and magazines. A bright red Glad may bloom pink, or near-pink, if soil is extremely alkaline.

Soil also affects Glads in other ways. I've grown a variety in one field and wondered why others raved over a variety like that. Then I've planted it in another field, in different kind of soil, and had grand and glorious results.

“Lick the Thrips” with ROTOTOX—“Slays When Sprays”

Rototox is a combined contact and stomach poison. If thrips are out in the open, they are killed right now, when you spray. Rototox is sold direct by the distributors, at the following prepaid prices in U.S.A.:

ROTOTOX PRICES

1 oz. Trial Size.....	\$ 0.35
8 oz. Home Garden Size	1.00
1 pint	1.75
1 quart	3.00
Half gallon	5.00
One gallon	10.00

TERMS, Cash With Order

Suggestion: Order at least an 8-ounce size. The smaller the quantity the higher the price. You really can't do much slaying of garden pests with only an ounce.

Simply send your order with remittance direct to—

THE ROTOTOX CO.,
81 West Yale Street
East Williston, N. Y.

and your package of Rototox with instructions for its many uses will be sent parcel post prepaid.



Pint Can

20 PAGE BOOKLET—FREE!

I've told you about **ROTOTOX**—“The Spray that Slays.” It's sudden death to many pests.

ROTOTOX not only “Licks the Thrips” on Glads, but is also one of the best sprays for Roses, Dahlias, Iris, Delphinium, and many other garden plants.

ROTOTOX has many uses that I cannot mention in my catalogues and booklets, due to lack of space.

But here's good News. A 20 page booklet, size 4x8 inches, has been prepared by the Rototox Company.

This booklet is a mine of information concerning control of many garden pests. It is called their **GREEN BOOKLET**.

The ROTOTOX Company has advised me that if you do not have this booklet, a copy will be sent you, no charge, a postcard will do. Write or print your full address plainly.

These **GREEN BOOKLETS** are expensive. Please do not ask for more than one copy. **See opposite column for ROTOTOX address.**



Shirley Temple Glad

SHIRLEY TEMPLE GLAD

This grand spike of Shirley Temple was grown from one of our No. 2 size bulbs, by Mr. W. W. Kurtz, Grand Rapids, Minn. Snapshot taken in garden, before spike was cut. Plant was 5 feet, 10 inches tall. Bottom bloom 5½ inches. All buds bloomed out clear to the tip.

MISS GREELEY GLAD

One of the few **GOOD** early pinks. Is a seedling of the well known W. H. Phipps, and similar in color.

Mr. P. J. Pentecost of Tipton, Indiana, known as “The Phipps King” cashes in on Miss Greeley spikes in the city markets because ready ahead of Phipps and most other good pinks.

Received Jan. 8, 1940, from Rochester, N. Y.

“Last year my daughter sent me some of your Glads. They were so fine I am enclosing M. O. for \$4.90, for a few more of your bulbs.”



Miss Greeley

Home Garden Kit

Contains sufficient **VITAMIN B-1** (pure crystalline powder) to make 1,000 Gallons. Stock Solution vial. Special dropper. Measuring pick. And full information and directions.

Price \$1.00, Prepaid.

For Growing Healthier Plants

VITAMIN B₁

(Pure Crystalline Powder)



- (1) Produces larger blooms, and more luxuriant Foliage.
- (2) Reinvigorates root growth. Read directions carefully
- (3) Helps to restore sick and straggly plants to health.
- (4) Decrease mortality or loss of plants from transplanting.
- (5) Aids germination of seeds and healthy growth of plants.
- (6) Gives lawns increased vigor and more attractive color.

Order from
J. D. Long
Seed Co.

Sponsored by California Institute of Technology, and Better Homes and Gardens Magazine. It HAS to be good to merit backing of such sponsors.

Gladiolus Bulbs Priced per 100 Prepaid

25 or more bulbs at the 100 rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price UNLESS YOU REQUEST OTHERWISE.

	No.1	No.2	No.3	No.4	No.5
Acadia	\$ 3.60	\$ 2.40	\$ 1.80	\$ 1.20	\$ 0.80
Aida	3.00	2.40
Ave Maria...	3.60	2.40	1.80	1.20
Bagdad	3.60	2.40	1.80	1.20	.80
B. Snow.....	3.60	2.40	1.80	1.20
Betty Co-Ed.	3.60	2.40	1.80	1.20	.80
B. Nuthall...	3.60	2.80	2.00	1.40
Bill Sowden..	4.00	2.80	1.80	1.20
Bl. Admiral..	4.00	3.00	2.00	1.60	1.00
Champlain ..	4.00	3.00
C. Dickens...	4.00	2.80	1.80	1.20
Com. Koehl..	4.00	2.80	1.80	1.40
Coronation ..	3.60	2.40	1.60	1.20
Debonair	3.60	2.40	1.60	1.20	.80
Dr. Durr.....	3.60	2.40	1.60	1.20	.80
Dr. Hoeg.....	2.80	2.40	1.80	1.40
Dr. Moody...	3.60	2.40	1.60	1.20	.80
Duna	3.60	2.40	1.60	1.20	.80
Early Dawn..	3.60	2.40	1.40	1.00	.70
Early Peach..	4.00	3.00	2.00
Early Rose...	6.00	5.00
Ea. Sunrise..	4.00
E. Robson...	3.00	2.40	1.80
Eloise	6.00	5.00	4.00	3.00
E. Aubrun...	4.00	2.80
E. Kirtland..	4.00	2.80	2.00
F. Morgana...	3.00	2.00	1.40
G. Heaven...	2.80	1.80	1.20
G. Chimes...	4.00	3.00
Gold Cup....	3.60	2.40	1.80	1.20
Honor	5.00	4.00	3.00	2.40
Jer. Cream...	5.00	4.00	3.00	2.40
J. S. Bach...	5.00	4.00	3.00	2.40
King Arthur.	4.00	3.00	2.00	1.40
Libelle	2.40	1.80
Londonderry.	4.00	3.00	2.40	1.60	1.00

	No.1	No.2	No.3	No.4	No.5
Louis D'Or..	\$ 3.60	\$ 2.40	\$ 1.60
M. Orleans...	\$ 3.60	\$ 2.40	1.80	1.20
Mam. White..	4.00	3.00	2.40	1.60
M. Fulton...	3.60	2.40	1.60	1.20	.80
Marmora	4.00	3.00	2.40	1.60
Milford	5.00	4.00	3.00	2.40
Minnet (90%)	3.00	2.00	1.40	1.00
M. Alameda..	4.00	3.00	2.40
M. Greeley...	4.00	3.00	2.40
M. N. Zealand	8.00	6.00	4.80
M. Machree..	3.00	2.40	1.60
Mr. Phipps..	3.00	2.40	1.60
M. Douglas..	2.40	1.60
M. Heaton...	4.00	3.00	2.40	1.60	1.20
Mrs. Wade...	5.00	4.00
N. Symphony	8.00	6.00
Paradise	4.00	3.00	2.40	1.60
Peggy Lou...	20.00	17.00	13.00	10.00	7.00
Pelegrina ...	3.60	2.40	1.60	1.20
Picardy	3.00	2.00	1.20	.80	.60
Red Phipps..	3.00	2.00	1.60	1.00
Rima	25.00	20.00
Rewi Fallu..	8.00	6.00	5.00	3.60
Sal. Orchid..	4.00	3.00	2.00	1.60
Sch. Girl.....	3.60	2.40	1.60	1.20
Shir. Temple.	5.00	4.00	3.00	2.00	1.50
Sm. Maestro.	4.00	3.20
Sonatine	3.60	2.40	1.60	1.20
So. Cross....	3.60	2.40	1.60	1.20
Star Beth....	5.00	4.00	3.20	2.40	1.60
Sweetheart ..	3.60	2.40	1.60	1.20	.80
Taiaroa	6.00	5.00
Vag. Prince..	5.00	4.00	3.60	2.40
Wasaga	3.60	2.40	1.60	1.20	.80
Zuni	20.00	16.00	12.00	10.00

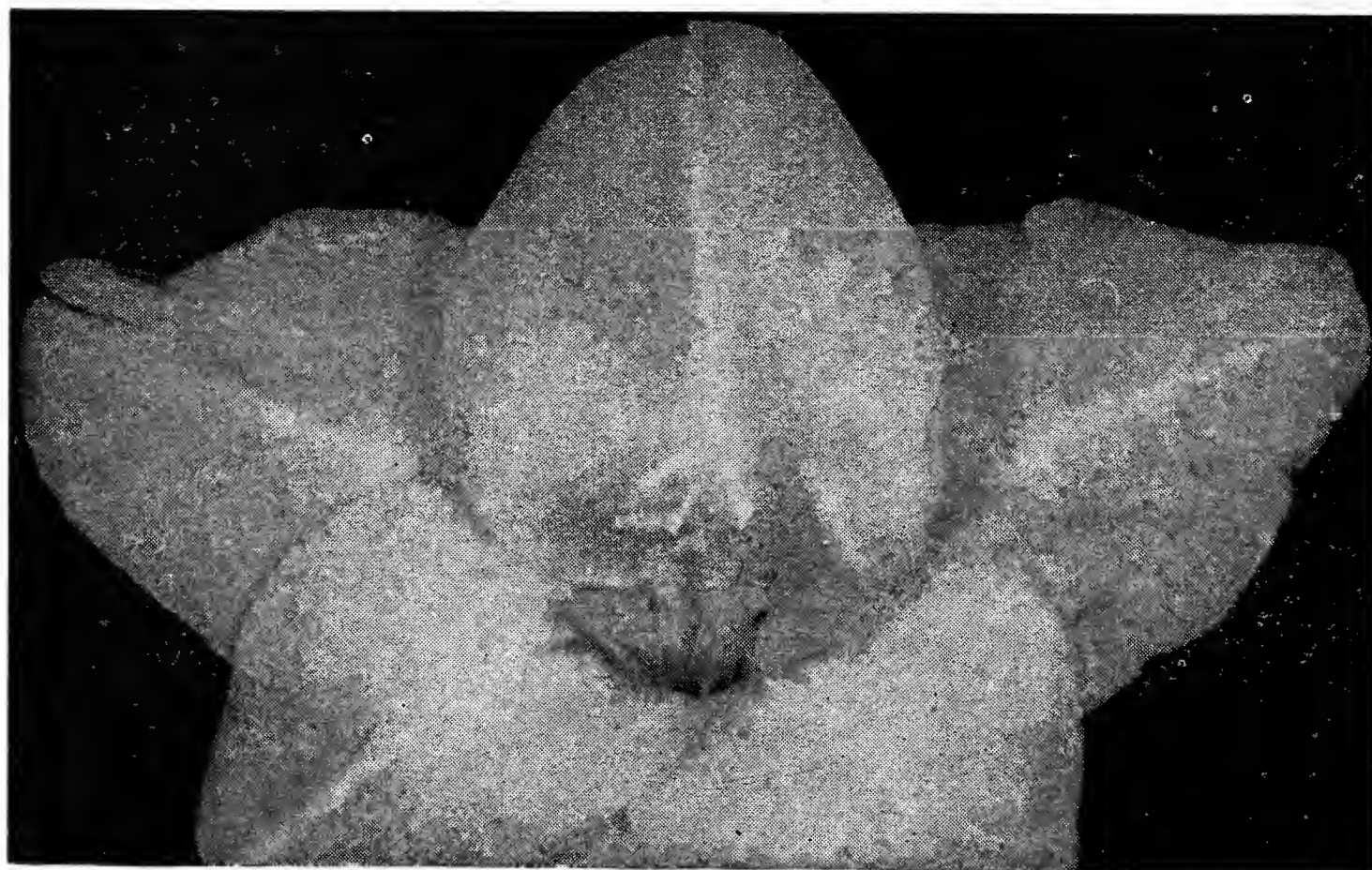


One of our fields of Picardy Glads, grown from medium and small bulbs. New Zealand Splendor is a Picardy seedling and will also make a grand showing in masses when stocks are plentiful.

Gladiolus Wholesale Prices per 100 F. O. B. Boulder

25 or more bulbs at the 100 rate. If sold out size ordered, will send size smaller, adding more bulbs to make up difference in price, UNLESS YOU REQUEST OTHERWISE.

	No. 1	No. 2	No. 3	No. 4	No. 5		No. 1	No. 2	No. 3	No. 4	No. 5
Acadia	\$ 2.00	\$ 1.60	\$ 1.20	\$ 0.80	\$ 0.70	M. Orleans...	\$ 1.80	\$ 1.40	\$ 1.20	\$ 0.90
Aida	1.80	1.60	Mam. White..	2.40	1.80	1.40	1.20
Ave Maria...	2.00	1.40	1.00	.80	Mar. Fulton..	1.80	1.60	1.20	1.00	\$ 0.70
Bagdad	2.00	1.40	1.00	.80	.70	Marmora	2.40	2.00	1.60
B. Snow.....	2.00	1.40	1.00	.80	Milford	4.00	3.00	2.40	2.00
Betty Co-Ed.	2.00	1.40	1.00	.80	.70	Minuet (90%)	1.40	1.00	.80	.70
B. Nuthall...	2.00	1.40	1.00	.80	M. Alameda..	2.00	1.60	1.20
Bill Sowden..	2.00	1.60	1.20	.80	M. Greeley...	2.40	2.00	1.60
Bl. Admiral..	2.40	2.00	1.40	1.20	.80	M. N. Zealand	6.00	5.00	4.00
Champlain ..	2.40	2.00	M. Machree..	2.00	1.60	1.20
C. Dickens...	2.00	1.60	1.20	1.00	Mr. Phipps..	2.00	1.60	1.20
Com. Koehl..	2.40	2.00	1.60	1.20	M. Douglas...	1.60	1.20
Coronation ..	2.00	1.60	1.20	1.00	M. Heaton...	2.40	2.00	1.60	1.20	1.00
Debonair	2.00	1.60	1.20	1.00	.70	Mrs. Wade..	4.00	3.00
Dr. Durr.....	2.00	1.60	1.20	1.00	.70	N. Symphony	6.00	5.00
Dr. Hoeg.....	2.40	2.00	1.60	Paradise	2.40	2.00	1.60	1.20
Dr. Moody...	2.00	1.60	1.20	1.00	Pelegrina ...	2.00	1.60	1.20	1.00	.70
Duna	2.00	1.60	1.20	1.00	.70	Picardy	1.60	1.20	.90	.70	.50
E. Dawn.....	2.00	1.40	1.00	.90	.60	Red Phipps..	2.00	1.60	1.20	.80
E. Peach.....	2.40	1.80	1.40	Rima	20.00	16.00
E. Rose.....	5.00	4.00	Rewi Fallu..	6.00	5.00	4.00	3.00
E. Sunrise...	2.40	Sal. Orchid..	2.00	1.60	1.20	1.00
E. Robson...	1.80	1.60	1.40	Sch. Girl.....	2.00	1.60	1.20	1.00
Eloise	5.50	4.40	3.60	2.80	Shir. Temple.	4.00	3.20	2.40	1.80	1.20
E. Aubrun...	2.00	1.60	Sm. Maestro.	3.00	2.40
E. Kirtland..	2.00	1.60	1.20	Sonatine	2.00	1.60	1.20	1.00
F. Morgana..	1.80	1.40	1.00	So. Cross....	2.00	1.60	1.20	1.00
G. Heaven...	1.60	1.20	1.00	Star Beth....	4.00	3.00	2.40	1.60	1.20
Gold Cup....	2.00	1.60	1.20	1.00	Sweetheart ..	2.00	1.60	1.20	1.00	.70
Honor	4.00	3.00	2.40	2.00	Taiaroa	5.00	4.00
Jer. Cream...	4.00	3.00	2.40	2.00	Vag. Prince..	4.00	3.00	2.40	2.00
King Arthur.	2.60	2.00	1.60	1.20	Wasaga	2.00	1.60	1.20	1.00	.70
Libelle	1.80	1.40	Zuni	16.00	12.00	9.00	7.00
Londonderry.	2.40	1.80	1.40	1.20	.90	E. Bird Mix..	2.80	2.20	1.60	1.20
Louis D'Or...	3.00	2.00	1.20	Exhib. Mix..	2.40	2.00	1.40	1.00



TALL, LARGE AND LOVELY PINK GLAD—"SONATINE"

COLOR, Atlas-rose, with small cherry-red blotches. The florets are exceptionally large, having very broad petals, and are strongly attached to the 5 to 6-foot stems.

Sonatine is one of the few Glads that you can cut without bending over—very much. You will have a fine long spike without cutting it low.

The spike is stiff and tough, seldom if ever crooks, ideal for shipping because buds lie close to the stem, and there is no excess baggage to the stem or spike.

Sonatine almost never crooks. Not a "Saxophone" spike in a carload!

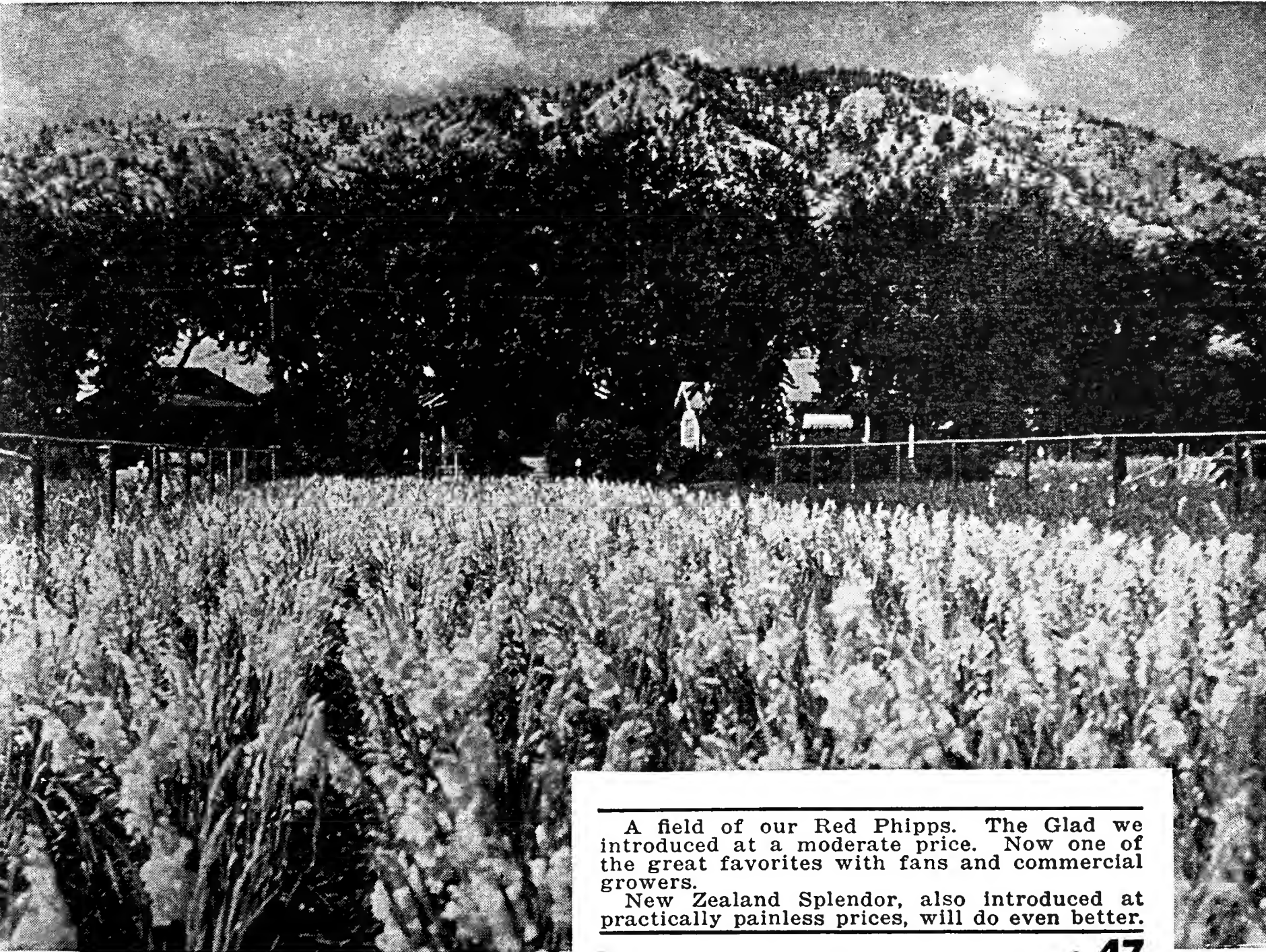
To Large Buyers: Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds, sizes and quantities. Will make a special price on the lot, f. o. b. Boulder. This is for large lots. Do not send me lists of a few bulbs of a kind for special quotations.

Gladiolus Wholesale Prices per 1000 F. O. B. Boulder

250 or more bulbs at the 1,000 rate. All bulbs plainly labeled.

	No. 1	No. 2	No. 3	No. 4	No. 5
Acadia	\$16.00	\$12.00	\$10.00	\$ 7.00	\$ 5.00
Ave Maria...	16.00	12.00	10.00	7.00
Bagdad	16.00	12.00	10.00	8.00	6.00
Betty Co-Ed.	12.00	10.00	7.00	5.00
B. Nuthall...	16.00	12.00	10.00	7.00
Bill Sowden..	14.00	10.00	7.00
Bl. Admiral..	20.00	16.00	12.00	9.00
Com. Koehl..	20.00	16.00	12.00	9.00
Coronation ..	18.00	14.00	10.00	8.00
Debonair	18.00	14.00	10.00	8.00
Dr. Durr.....	18.00	14.00	10.00	8.00	5.00
Duna	18.00	14.00	10.00	8.00	5.00
E. Dawn.....	16.00	12.00	8.00	6.00
E. Aubrun ..	20.00	16.00
F. Morgana..	15.00	11.00	7.00
G. Heaven...	14.00	10.00	8.00	6.00
Gold Cup....	18.00	14.00	10.00	7.00
Honor	30.00	24.00	20.00	16.00	12.00
Jer. Cream...	32.00	28.00	22.00	18.00
King Arthur.	22.00	18.00	12.00	9.00
Libelle	12.00
Londonderry.	20.00	16.00	12.00	10.00	8.00

	No. 1	No. 2	No. 3	No. 4	No. 5
M. Orleans...	\$16.00	\$12.00	\$10.00	\$ 7.00
Mam. White.	20.00	16.00	12.00	10.00
M. Fulton...	16.00	12.00	9.00	7.00	\$ 6.00
Minuet (90%)	12.00	9.00	7.00
M. Alameda..	18.00
M. Greeley...	20.00	16.00	12.00
M. N. Zealand	48.00	36.00	30.00
Mrs. Heaton.	20.00	16.00	12.00	9.00	7.00
Paradise	20.00	15.00	11.00	8.00
Pelegrina ...	18.00	14.00	10.00
Picardy	14.00	10.00	8.00	6.00	4.00
Red Phipps..	16.00	12.00	9.00
Rewi Fallu..	50.00	40.00	32.00	24.00
Sch. Girl.....	18.00	14.00	10.00
Sonatine	18.00	14.00
So. Cross....	18.00	14.00	10.00
Sweetheart ..	18.00	14.00	10.00
Wasaga	18.00	14.00	10.00	7.00
E. Bird Mix..	22.00	18.00	14.00	10.00
Exhib. Mix..	20.00	16.00	12.00	9.00



A field of our Red Phipps. The Glad we introduced at a moderate price. Now one of the great favorites with fans and commercial growers.
New Zealand Splendor, also introduced at practically painless prices, will do even better.

Delightful Dahlias for 1940

Some say the Dahlia is for men—
For it all hombres have a yen.
They've worked on color and on size,
So now they have a big surprise.

Types of Dahlia

The **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **SHOW** type has quilled petals, making a ball-shaped or nearly ball-shaped blossom.

Dahlia Specials

Any **FOUR** 30c kinds for \$1.00. Additional 30c kinds at 25c each.

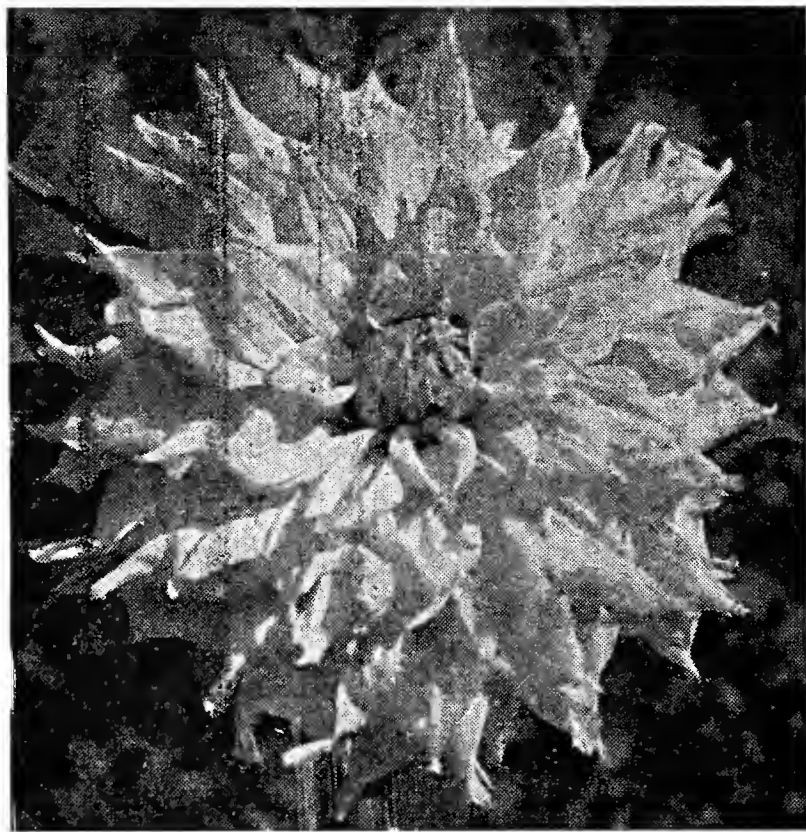
Any **THREE** 40c kinds for \$1.00. Additional 40c kinds at 30c each.

Any **THREE** 50c kinds for \$1.20. Additional 50c kinds at 40c each.

Any **TWO** 75c kinds for \$1.20. Additional 75c kinds at 60c each.

Any **TWO** \$1.00 kinds for \$1.50. Additional \$1.00 kinds at 75c each.

ANY TWO \$1.50 kinds for \$2.50.



Margaret Woodrow Wilson—Decorative

Superb Named Dahlias

All Dahlias Priced Prepaid
(Prices are for Divisions)

Avalon (Dec.) Pure, clear yellow flowers of immense size. Stems long, and so strong that the big blooms are held in ideal position. Fine cutting variety. Each 40c.

Brockton Beauty (Dec.) Pure white orchid-violet tips. Lovely combination. Long stiff stems. 40c.

California Idol This mammoth decorative yellow combines all the virtues of a first-class modern dahlia. Color, clear lemon yellow, borne on exceptionally long, erect stems. Flowers open slowly and remain in prime condition for a full week. \$1.00.

Cavalcade (Dec.) A fine large decorative. The formation and stem are similar to Jersey's Beauty. Color deep rich rose with tones of rosy magenta. Each 75c.

Catherine Alexander (Semi-Cactus) Large coral-salmon with long stiff stems. Ideal for cutting. 50c.

City of Cleveland (Informal Dec.) Unusual, russet red. Excellent. Good growing habits and it produces many flowers. Each 75c.

"Dee-lighted" (Show.) Pure white. Largest of show dahlias. Each 30c.

Fort Monmouth (Semi-Cactus) Rich wine red. A shaggy monster that always creates a sensation. One of the largest and best. 50c.

Elkridge (Dec.) A superb white. Stems long and erect. Flower large. An ideal white for cutting. Each 50c.

Fireman (Informal Dec.) This sensational red Dahlia carried off the American Home Achievement Medal as the best undisseminated variety at Boston. The color is a flashy cardinal red with gold flushes and golden tips. Flowers are large, and are held high above the foliage on long stiff stems. A strong grower and prolific bloomer. Each 75c.

Gero's Pink (Show.) Rich pink, beautifully quilled. Each 30c.

Helen Hollis (Show.) Beautifully quilled, bright red. Each 30c.

Jane Cowl (Dec.) A massive decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold. Deeper toward center. Each 30c.

Jersey's Beacon (Dec.) A decided novelty of Chinese scarlet with a paler reverse, giving a two-toned effect. Each 50c.

Jersey's Beauty (Dec.) Beautiful pink, excellent stem, fine keeping qualities. Each 30c.

J. K. Alexander, Jr. Mammoth Semi-Cactus. Rich deep crimson. Long, cane-like stems. Largest of its color. \$1.00.

Kemp's Violet Wonder (Decorative.) A large, well-formed flower. Good stems and habit. Color, rich violet purple. Each 50c.

Lord of Autumn (Dec.) (Almy.) The super Dahlia in the yellow class. Has been grown 11 to 12 inches, and 7 inches deep in the garden of the originator. Each 75c.

Man o' War (Informal Dec.) One of the most pleasing "reds" in the garden because of its good habits of growth, fine stem and numerous large flowers. The color is a rich dark carmine. Each 75c.

Margaret Woodrow Wilson An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower. Profuse bloomer. Each 40c.

Monmouth Champion (Dec.) Has brilliant orange-flame blooms borne very freely on strong, vigorous plants. Of enormous size. Each 40c.

Monarch of the East (Dec.) The new Dahlia. I hesitate to tell you how large this has actually been grown for shows, so will say it's a whale of a dahlia, and let it go at that. Beautiful coppery gold, with red suffusion on lower half of many petals. Sturdy plant, strong stems. Each, \$2.00.

Mrs. Carl Salbach (Dec.) Soft lavender-pink. Remarkable stems. Each 30c.

Mrs. Ida De Ver Warner (Dec.) Exquisite soft orchid. Very large. Splendid for cutting. Each 30c.

Palo Alto (Ballay.) (Semi-cactus.) Bright pinkish salmon shading to salmon gold at center. Size immense. Centers always closed. Stem stalks very tall and straight. Was awarded the Achievement Medal and is on Roll of Honor. Each 75c.

Rosa Nell (Dec.) Pure, bright rose. Immense flowers. Each 30c.

Roycroft Finest bright cinnamon Cactus, with long stiff stems. A giant. 40c.

Ruth Vaughan (Dec.) Similar to Jersey's Beauty. Clear La France pink, shading to yellow at base of petals. Heavy bloomer. 50c.

Satan (Hybrid Cactus.) A giant red that is sometimes tipped with gold. Unusually strong plant growth with fine stems. Each 75c.

The Commodore (Dec.) Very large loose petaled lemon yellow, overlaid with golden sheen. Each 40c.

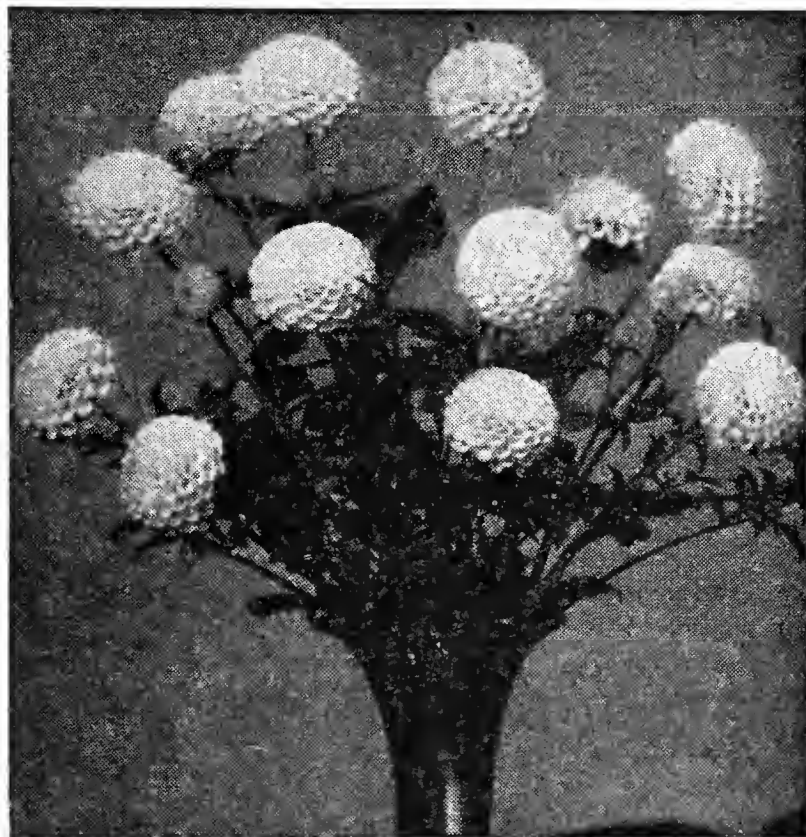
White Wonder (Hybrid Cactus.) Flowers very large on fine stems, pure white and of good substance. Each 30c.

Yankee King Decorative, reverse Carnelian red. Informal. Shaded mallow purple. 30c.

Lost Label Dahlias All good kinds, but labels lost in handling or storing. Or same may be from stocks we have in large supply and labeled. Special price, NONE labeled. our selection of kinds: 5 for \$1.00; 10 for \$2.00.

Darling Pompons

CUTE LITTLE DAHLIAS



Pompons are the show or quilled type. Some blossoms are almost as round as a ball. The charm of these Pompon, Lilliput, Pewee or Midget Dahlias is due to their being small, prim and precise. Instead of big, careless and informal.

Pompons measure only 2 inches or less in diameter. Don't enrich the soil for pompons. Work for size of bloom on your mammoth varieties, but keep the Pompons small and "just as sweet as they are."

Pompons "bloom and bloom and bloom." They are the answer to the question, "Why don't Dahlias last longer in bouquets?" Well, Pompons DO last longer. And such charming bouquets as they make!

CARDINAL. Fine bright cardinal red.

DARKNESS. Rich dark red or maroon.

DEE DEE. Pure lavender of perfect form.

DEW DROP. Light pink, edged darker.

GIRLIE. Lovely pinkish mauve color.

GOLDILOCKS. Gold, deepening at center.

HONEY. Fine light yellow, tipped red.

JESSICA. Yellow, tipped red.

JOE FETTIE. Pure white. Excellent.

LITTLE EDITH. Primrose, tipped carmine.

LITTLE HERMAN. Dark red, tipped white.

ROSE WILMOTH. Rose pink. Fine form.

YELLOW GEM. Best pure yellow Pom.

LITTLE WHITE FEATHER. A W. W. Wilmore novelty. Pure white. The petals are so arranged as to suggest a fluffy arrangement of white feathers. Stems extra long and straight. This novelty is a perfect miniature both as to form and size.

POMPON PRICES: Any of these POMPON dahlias, labeled, at 30c each; 2 for 55c; 4 or more, alike or assorted, at 25c each.

Mixed Pompons

Leave it to me to send you a dandy mixture of these cute little Pompons (none labeled) at 5 for \$1.10; 10 for \$2.00, prepaid.

"Safety-First" Purest Lawn GRASS SEED

YOUR POSTMASTER WILL TELL YOU WHAT ZONE YOU ARE IN FROM BOULDER

The nicest lawn that I have seen,
As smooth as silk, and lovely green,
Was grown from seed, our "SAFETY-FIRST,"
And watered oft, to quench its thirst.

Sow "Safety-First" and avoid seeding your lawn with noxious weeds found in cheap grass seeds. You get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

For the Lawn's Sake

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Sow about one part clover to five parts blue grass. Use not less than pound to 200 square feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed often, to compete with dandelion seed.

If feed your lawn some White Dutch Clover,
The ground will soon be green all over.
And then almost before you know,
You'll hafta up and start to mow.

Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go." Sure fine. Lb. 90c; 2 lbs. \$1.75; 3 lbs. \$2.60, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$3.95	\$4.00	\$4.10	\$4.20	\$4.30	\$4.40
10 lbs.....	7.60	7.70	7.90	8.10	8.30	8.50

Best Kentucky Blue Grass

Very heavy and clean. Lb. 50c; 2 lbs. 95c; 3 lbs. \$1.35, prepaid, any zone.

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
5 lbs.....	\$2.00	\$2.05	\$2.15	\$2.25	\$2.35	\$2.45
10 lbs.....	3.80	3.90	4.00	4.20	4.40	4.60

Astoria Creeping Bent

Astoria creeps on top and under the ground. Seed very fine. Use pound for 300 to 500 square feet. Certified Astoria Bent in sealed bags:

Zone:	2nd	3rd	4th	5th
1 lb.....	\$1.10	\$1.10	\$1.10	\$1.15
3 lbs.....	3.15	3.15	3.20	3.25
5 lbs.....	5.15	5.20	5.25	5.35

No MIXED Lawn Seed

On account of the difficulties involved in determining and affixing germination and purity tests for mixed lawn grasses, to conform to the new federal seed law, we no longer offer mixtures. You can do the mixing without any difficulty or red tape.

When you set out to buy Blue Grass,
Don't take no salesman's lip or sass.
Insist upon the heavy grade
That thrives in sun or partial shade.

Write for Special Summer Iris Price List



You will be as pleased as Everett Long is
with "Iris from Top of the World."

Colors and combinations of colors never dreamed of in the past are now to be had in NEW Iris varieties. Size of blossoms IM-MENSE.

GOOD NEWS. We now have most of the best new Iris, and at favorable prices.

Here in "Sunny Colorado" our favorable climate permits increasing Iris stocks rapidly in order to give you the best kinds at the most reasonable prices, yet our winters are cold enough to kill off varieties not hardy.

The best time to plant Iris is in the summer or fall. I offer no Iris in the spring, but concentrate my digging and shipping between the 5th of July and about the 15th of October.

My new Iris price list will be ready about June 15th. This list will not be sent to all on my regular mailing list, but to those who bought Iris of me in 1937, 1938, 1939 and all others who ask for it.

I want you to have my 1940 Summer Iris List, but how am I to know who wants it unless you tell me? It is up to you to help me out.

Send me word any way you find most convenient.

Write a postcard or letter, or make a notation at the bottom of your order and I'll see that a copy of this list reaches you as soon as printed.

Plan now to add some of the beautiful new Iris originations to your garden next summer!

Healthy Iris from dry, Sunny Colorado thrive anywhere. Rare kinds. Many special Collections.

LONG'S VEGETABLE SEEDS

Tried and True—Best for You

Beans, Priced Prepaid

Most any dame knows what it means
To sit for hours a stringin' Beans.
She'd better plant the stringless kind,
For then her work won't lag behind.

Brittle Wax The tender pods break like icicles, with seldom a sign of string. Flavor fine. The long, round fleshy pods are a beautiful yellow. Beans long, white, with dark eye. Large pkt. 10c; ½ lb. 18c; 1 lb. 30c; 2 lbs. 60c. **Prepaid.** Brittle Wax shown at the right.

Stringless Green Pod Might be called a green pod "Brittle Wax." Beans brown. Pods round and tender. Large pkt. 10c; ½ lb. 15c; 1 lb. 25c; 2 lbs. 50c. **Prepaid.**

Kentucky Wonder Favorite pole bean. Pkt. 10c; ½ lb. 18c; 1 lb. 30c; 2 lbs. 55c. **Prepaid.**

Burpee's Bush Lima Pkt. 10c; ½ lb. 20c; 1 lb. 35c; 2 lbs. 65c. **Prepaid.**

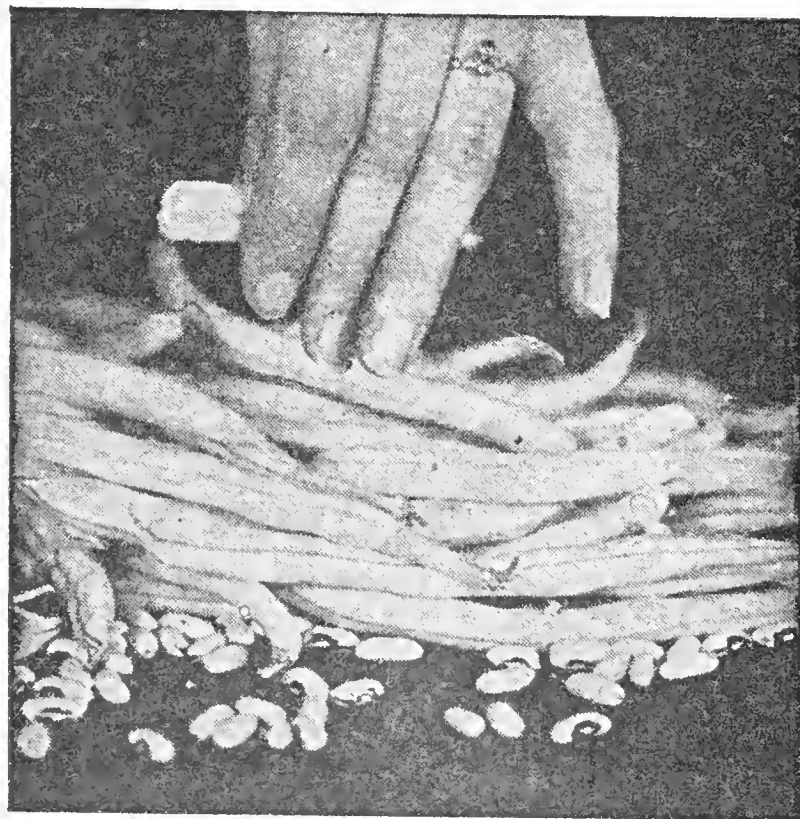
Henderson's Lima "Baby Lima." Pkt. 10c; ½ lb. 15c; 1 lb. 25c; 2 lbs. 40c. **Prepaid.**

Hopi Indian Lima Bean Similar to Henderson's Lima, but a little thicker. Has the flavor of the large Lima. Large pkt. 10c; ½ lb. 20c; 1 lb. 30c; 2 lbs. 55c.

Beans—Larger Lots

Not Prepaid.	5 lbs.	10 lbs.	25 lbs.
BRITTLE WAX	\$1.00	\$ 1.80	\$ 4.00
STR. GREEN POD90	1.60	3.50
HENDERSON LIMA90	1.60	3.50
KENTUCKY WONDER..	1.00	1.80	4.00
HOPI INDIAN LIMA....	.80	1.40	3.00

The cop keeps movin' on his beat,
The deadbeat never knows defeat.
Dark Red Detroit and Early Wonder
Are nice, and hard to beat, by thunder.



Scarlet Runner Usually listed in flower section only, but logically belongs with vegetables also. The pods can be used green as snap beans. In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 25c; 1 lb. 45c, prepaid.

Washington Asparagus

Seed: Pkt. 10c; oz. 15c; ¼ lb. 40c; 1 lb. \$1.00.
Roots: 16 for 50c; 50 for \$1.00; 120 for \$2.00, prepaid.

Make the rows 2 to 3 feet apart, set plants 12 to 15 inches in row. Make a trench so the plants set just deep enough that the crowns will come 3 to 4 inches below level of ground.

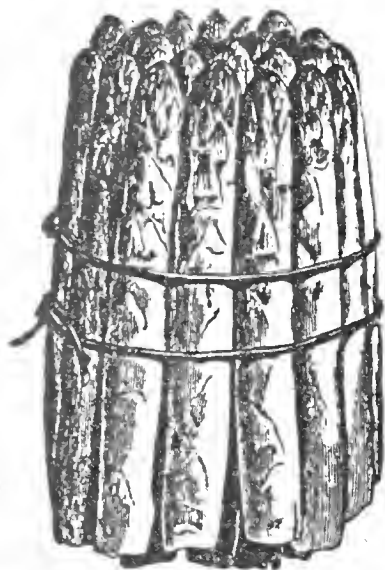


Table Beets, Prepaid

PRICES: All Table Beets, LARGE PKT. 5c; oz. 10c.

Crosby's Early Egyptian Turnip shape; flesh deep red. Early.

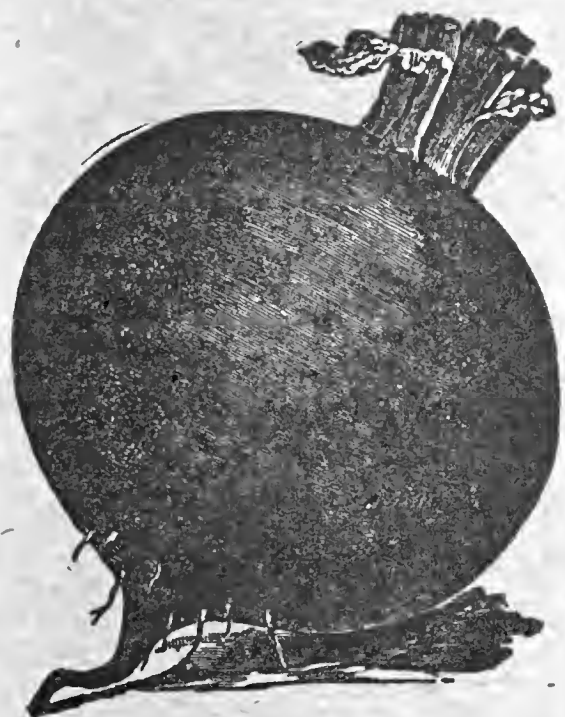
Detroit Dark Red Globe shape; smooth; dark red; tops small, permitting close planting. A good all around early, medium or late variety. Splendid for canning when small.

Early Eclipse Similar to Crosby's but flesh a lighter red. Most people prefer the darker red.

Early Wonder A splendid extra early variety. Quick growing attractive variety of globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning or storing for winter.

Table Beets—Larger Lots—Prepaid

	¼ lb.	½ lb.	1 lb.	2 lbs.	3 lbs.	5 lbs.
All 4 Varieties Beets..	\$0.25	\$0.40	\$0.70	\$1.30	\$1.80	\$2.50



C A B B A G E—Best Kinds for HOME and MARKET

—Prepaid

Copenhagen Market Early Round Head Cabbage, also splendid for winter, when planted later. Pkt. 10c; oz. 20c.

Danish Round Head (Short-stemmed Hollander.) One of the best main crop varieties. Heads very solid; good keeper. The main variety grown for fall and winter use. Pkt. 10c; oz. 20c.

Golden Acre Similar to Copenhagen, but more uniform in type, a little smaller, but week or so earlier. Heads round. Pkt. 10c; oz. 25c.

Danish "Baby Head" A very early round head type that takes little space for each plant. The heads are of medium size, just right for average family use, and exceedingly solid. Pkt. 10c; oz. 25c.

EARLY JERSEY WAKEFIELD. Small pointed head. Pkt. 5c; oz. 15c.

WINNINGSTADT. Heads firm, slightly pointed, medium early. Pkt. 5c; oz. 15c.

ENKHUIZEN GLORY. Same season as Winningstadt, but head is round. Pkt. 5c; oz. 15c.

LATE FLAT DUTCH. Very large. Pkt. 5c; oz. 15c.

SAVOY CABBAGE. Leaves beautifully crimped. Fine flavor. Pkt. 5c; oz. 20c.

MAMMOTH ROCK RED. Pkt. 5c; oz. 20c.

Brussels Sprouts Tiny cabbages; grow closely on stalks. Pkt. 5c; oz. 25c.

Yellows Resistant Cabbage

MARION MARKET. Pkt. 10c; oz. 25c; ¼ lb. 75c; lb. \$2.00.

WISCONSIN NO. 8. Pkt. 10c; oz. 25c; ¼ lb. 75c; lb. \$2.00.

GLOBE. Pkt. 10c; oz. 30c; ¼ lb. 80c; lb. \$2.50.

Chinese Or CELERY CABBAGE. Sow in June. Pkt. 10c; oz. 25c.

Two heads are better than just one,
Sez dad, a talking to his son.
But CABBAGE heads—we need a lot,
For cole slaw and the boiling pot.



Cabbage—Larger Lots

—Prepaid	¼ lb.	1 lb.	5 lbs.
BABY HEAD.....	\$0.75	\$ 2.40
COPENHAGEN MARKET	.60	1.80	\$ 8.00
DANISH ROUND HEAD.	.50	1.60	7.00
GOLDEN ACRE.....	.70	2.00	9.00
OTHER VARIETIES....	.45	1.40	6.00

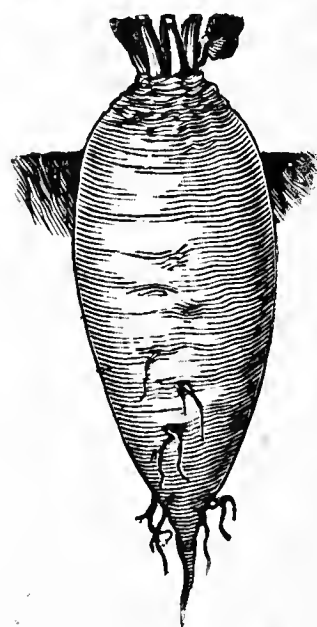
Sealed Bags Cabbage Seed

Seed from our Denmark growers and put up in sealed bags for us by them.

Copenhagen Market Denmark high grade.
PRICES: ½ lb. \$1.15; 1 lb. \$2.00; 2 lbs. \$3.90; 3 lbs. \$5.70; 4 lbs. \$7.20; 5 lbs. \$8.50, prepaid.

Danish Round Head Short stemmed.
PRICES: ½ lb. \$0.90; 1 lb. \$1.75; 2 lbs. \$3.40; 3 lbs. \$4.80; 5 lbs. \$7.50, prepaid.

Golden Acre Exceedingly early round head type. Seed from originator of **GOLDEN ACRE**.
PRICES: ½ lb. \$1.40; 1 lb. \$2.50; 2 lbs. \$4.80; 3 lbs. \$6.90; 5 lbs. \$11.00, prepaid.



Mangels, Sugar Beets, Prepaid

Prices: All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beets: Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 60c; 3 lbs. \$1.60; 5 lbs. \$2.50; 10 lbs. \$4.50, prepaid. (Write for prices on larger lots.)

MAMMOTH LONG RED. Great yielder. One of the best. Prices above.

GOLDEN TANKARD. Roots thick and short. Prices above.

GIANT HALF SUGAR. About half out of the ground. Prices above.

WANZLEBEN SUGAR BEET. The standard sugar beet. Prices above.

Special Mixture of Mangels and Sugar Beets

Mixed by myself from our tested seed. Better for stock than all Mangels or all Sugar Beets. Prices above.

Egg Plant

Culture: Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

BLACK BEAUTY. Pkt. 10c; ¼ oz. 25c.

Endive

WHITE CURLED. Pkt. 5c; oz. 15c; ¼ lb. 30c.

BROAD LEAVED. Pkt. 5c; oz. 15c; ¼ lb. 30c.

CARROTS

They do say Carrots are good for your complexion, digestion and disposition.

Six Super-Six, Prepaid

OXHEART. Short, thick roots, orange flesh. Large pkt. 5c; oz. 10c.

DANVER'S HALF LONG. Medium length, orange color. Large pkt. 5c; oz. 10c.

CHANTENAY. Splendid table carrot. Large pkt. 5c; oz. 10c.

NANTES. Roots almost cylindrical, about 6 inches long. Flesh orange-red, very sweet. Large pkt. 5c; oz. 10c.

MORSE'S BUNCHING. (New.) Tops short. Roots almost cylindrical (see illustration at left). Large pkt. 5c; oz. 10c.

CHANTENAY (RED CORED). Roots 5½ to 6 inches long, 2¼ inches thick at the shoulder; tapered, stump-rooted; flesh and core reddish-orange, fine grained, sweet. Large pkt. 5c; oz. 10c.

Carrots—Larger Lots

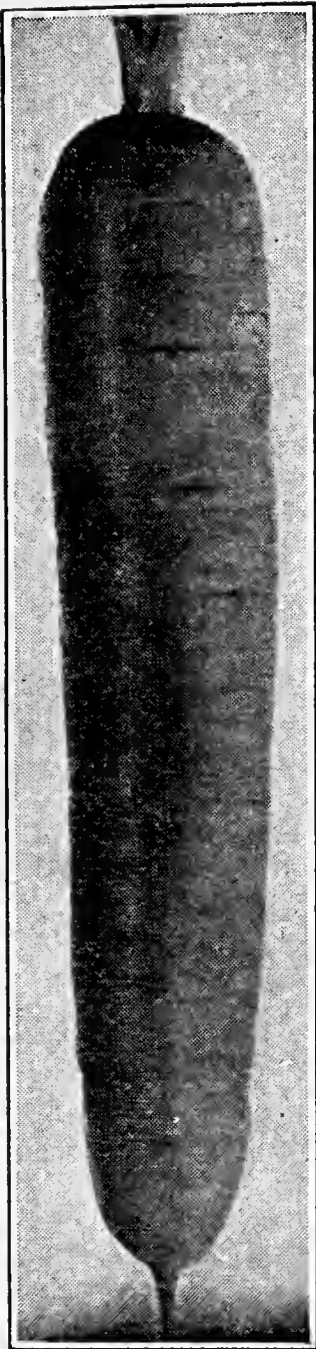
Prepaid	¼ lb.	1 lb.	5 lbs.
CHANTENAY	\$0.25	\$ 0.70	\$ 3.00
CHANTENAY (Red Cored).....	.25	.80	3.75
DANVERS25	.70	3.00
MORSE'S BUNCHING30	.75	3.30
NANTES30	.90	4.00
OXHEART25	.70	3.00

The Carrot's good for your complexion.

Be sure to make a good selection.

A few are short, but most are long,

Plant kinds WE list—you can't go wrong.



Morse's
Bunching



Chantenay
Red Cored

Celery, Prepaid



Culture: Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your Agricultural College for information on celery growing.

GOLDEN SELF-BLANCHING. One of the best early kinds for fall use. Pkt. 10c; ½ oz. 25c; oz. 40c.

GIANT PASCAL. The best late celery for winter use. May be blanched with soil, paper or boards. To get those brittle, sweet, white

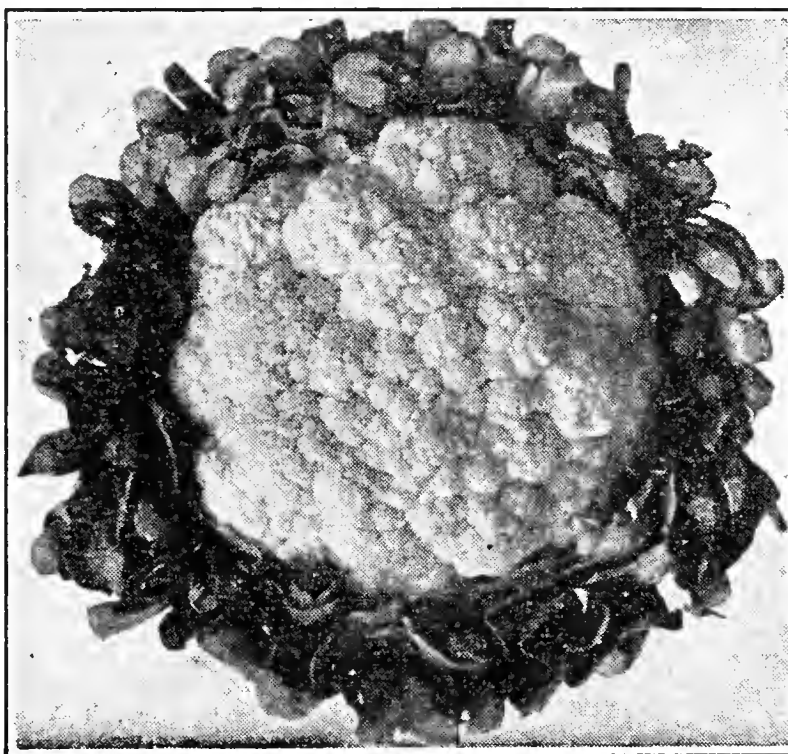
stalks it should be taken up, trenched or banked up in cellar. Pkt. 10c; ½ oz. 25c; oz. 40c.

GIANT PASCAL. Special Stock. Re-selected. Fine. Pkt. 15c; ½ oz. 40c; oz. 75c.

WHITE PLUME. Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt. 5c; ½ oz. 25c; oz. 40c.

CELERIAC. For seasoning meats, soups, salads. Turnip-shaped roots. Pkt. 5c; oz. 25c.

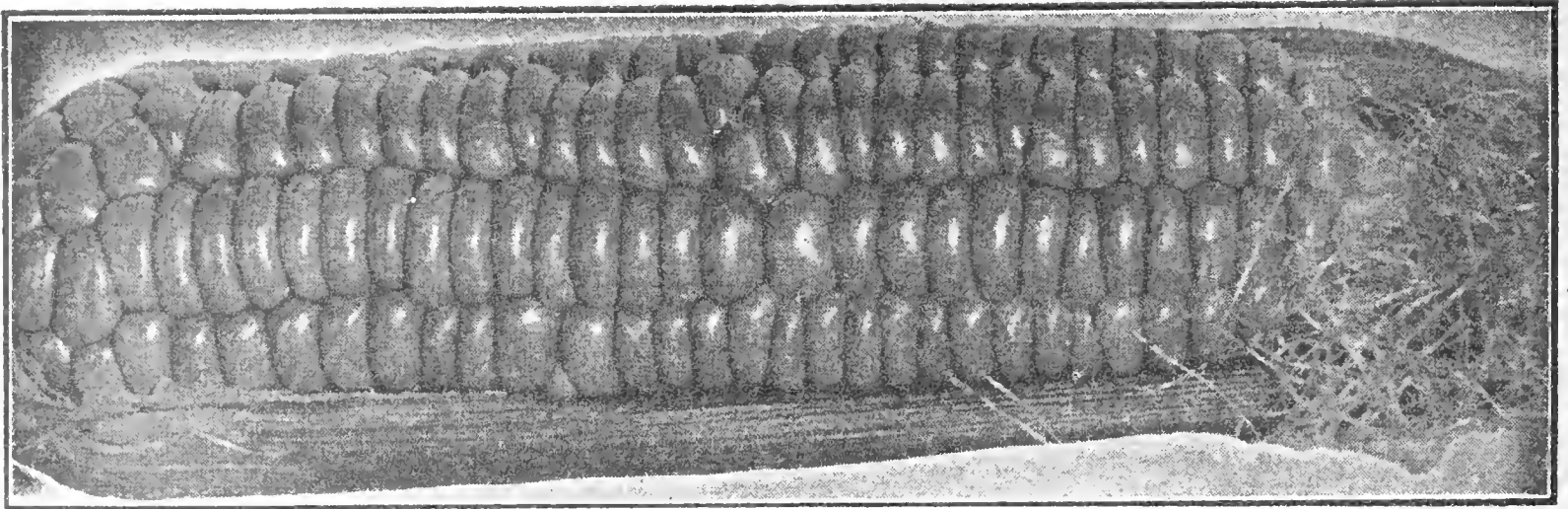
Cauliflower, Prepaid



PRICES: Price for either variety: Pkt. 10c; ⅛ oz. 30c; ¼ oz. 50c; ½ oz. 90c; oz. \$1.50; ¼ lb. \$5.00; ½ lb. \$9.50; lb. \$18.00.

EARLY SNOWBALL. Early and main crop variety. Selected imported seed.

DRY WEATHER. Very large, white heads. Also called Danish Giant. Later than Snowball. High grade imported seed.



Sweet Corn, PREPAID

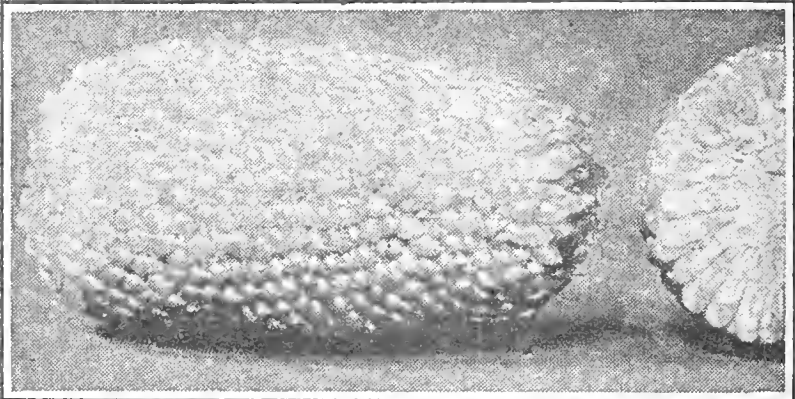
PRICES: All Sweet Corn at: Large pkt. 10c; 1/2 lb. 20c; 1 lb. 30c; 3 lbs. 80c (alike or assorted kinds), prepaid.

- GOLDEN BANTAM.** If you plant just one kind of Sweet Corn, then make this the one. Not only sweet, but the silks or "whiskers" come out easily.
- "EARLY SUNSHINE."** Similar to Bantam in color and size but a week earlier.
- EARLY GOLDEN GEM.** Small ears but exceedingly early.
- GOLDEN EARLY MARKET.** Large, early, sweet, big seller.
- GIANT BANTAM.** Known also as Bantam-Evergreen. Golden color.
- GILL'S EARLY GOLDEN SWEET.** Early Gem and Early Golden Market cross. Has the good qualities of Gem, but larger. Early.
- STOWELL'S EVERGREEN.** Large white.

Sweet Corn—Larger Lots

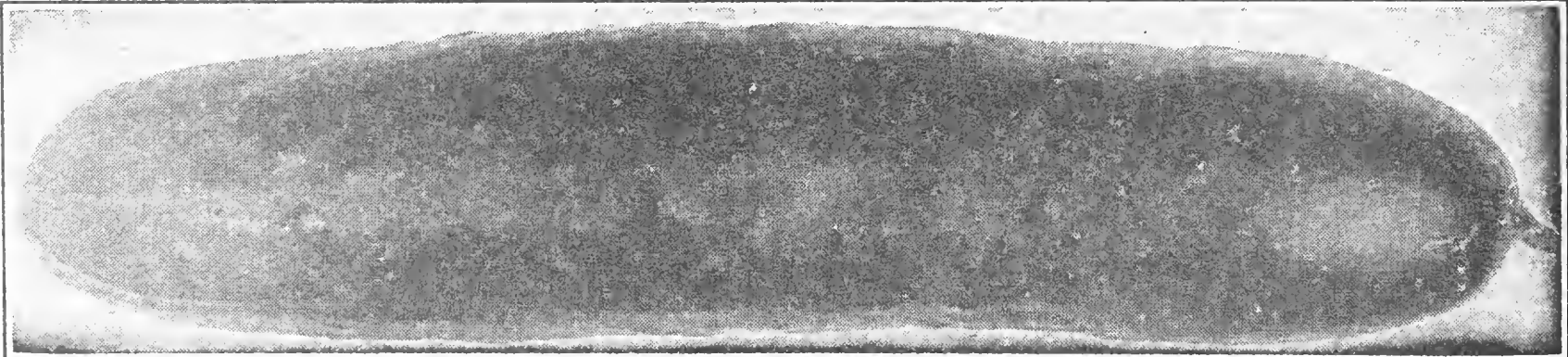
NOT PREPAID.	5 lbs.	10 lbs.	25 lbs.
ALL VARIETIES.....	\$1.00	\$ 1.80	\$ 4.00

Pop Corn, PREPAID



- JAPANESE HULL-LESS.** Ears short. Grains slim. Hulls thin. Pkt. 10c; 1/2 lb. 15c; lb. 25c.
- DYNAMITE. (So. American.)** Large. Rich yellow, when popped looks like buttered pop corn. Pkt. 10c; 1/2 lb. 15c; lb. 25c.

There is a Romeo named Bob
Who chaws his corn right off the cob.
The seed he gets away out west,
Where sweet corn seed develops best.



Cucumbers, PREPAID

"Long's Long Longed-For Longest Long Green"

Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market.

The flesh is white and crisp and noticeably free from that bitterness usually found in Long Green varieties. Large pkt. 10c; oz. 20c. (Call this the 5L Cuke for short.)

The "Cuke" that's good for you and Bim
Is lush and long and kinda slim.
You'll find we list this as 5L,
'Tis good for slicing, not for jell.

Prices: All CUCUMBERS (except "5L") at: LARGE Pkt. 5c; oz. 10c.

- EARLY FORTUNE.** Fine for pickles when small, and good slicer.
- EARLY WHITE SPINE.** Old favorite.
- KLONDIKE.** Very early white spine.
- BOSTON PICKLING.** For pickles.
- IMPROVED LONG GREEN.**
- DAVIS PERFECT.** So nearly perfect in shape it often brings extra price.
- WEST INDIA GHERKIN.** Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.

Cucumbers—Larger Lots

Prepaid	1/4 lb.	1 lb.	5 lbs.
LONG'S "5L".....	\$0.60	\$ 1.80	
OTHER VARIETIES.....	.25	.70	\$ 3.00

Head Lettuce, Prepaid

Prices: All varieties LETTUCE: LARGE PKT. 5c; Oz. 10c.

Hanson Good heading variety. Good also as leaf lettuce.

Iceberg Similar to Hanson. Crisp and tender. Fine for home gardens.

Big Boston Popular market variety back east.

Denver Market Rather loose head; leaves light golden green.

Prize Head Leaves crimped; tinged brownish-red.

Cos One of the surest blanching kinds, of elongated form.

Mignonette Heads small. The outer leaves have a bronzed cast. The heads are a creamy greenish color.

New York Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. True selected stock of this NEW YORK head lettuce seed: (Pkt. 5c) (oz. 10c) (¼ lb. 35c) (1b. \$1.20) (2 lbs. \$2.30) (3 lbs. \$3.30) (4 lbs. \$4.20) (5 lbs. \$5.00), prepaid.

Sow Lettuce seed in EARLY spring
When robins flit upon the wing,
For brittle leaves and crispy heads.
To make it head, thin out the beds.



Head Lettuce—New York

LEAF LETTUCE, PREPAID

Black Seeded Simpson

Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor.

Grand Rapids Light green leaves with fringed edges.

Lettuce—Larger Lots

Prepaid.	¼ lb.	1 lb.	5 lbs.
NEW YORK.....	\$0.35	\$ 1.20	\$ 5.00
OTHER VARIETIES....	.25	.70	3.30

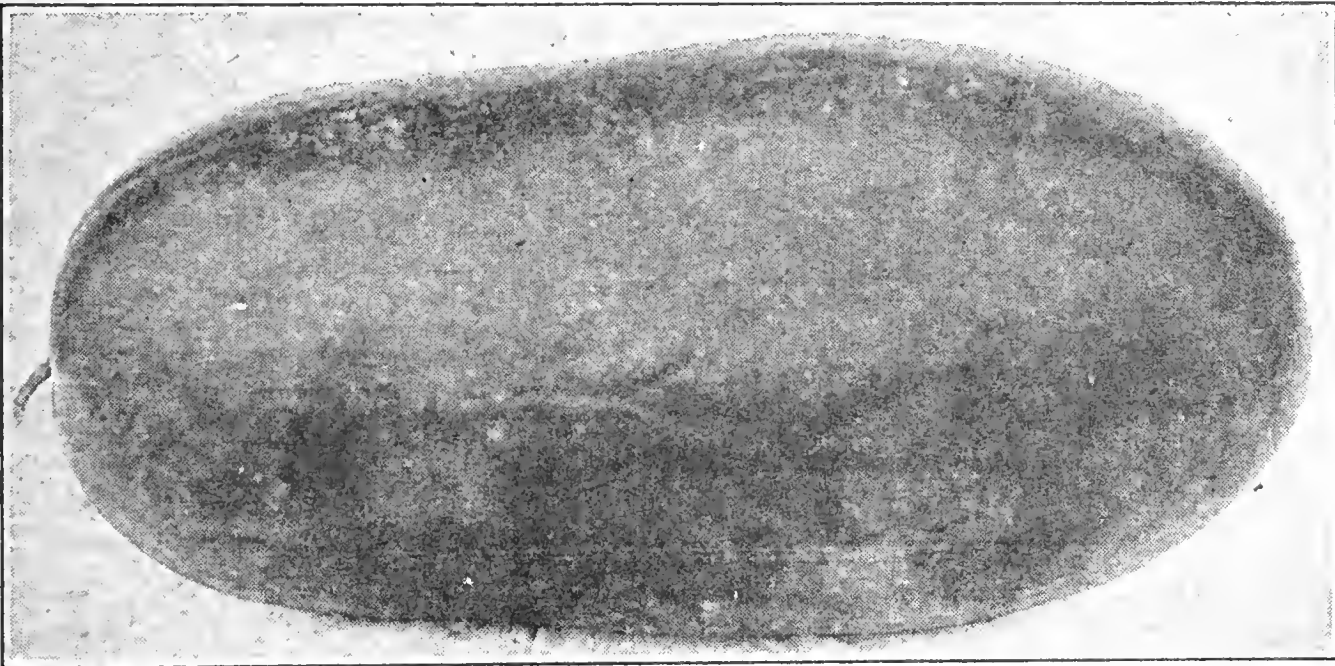
Water Melons,

Prepaid

PRICES: All Water Melons, LARGE PKT. 5c; Oz. 10c.

Fordhook

Earliest and best melon of good size. Round, flesh bright red.



Kleckley's Sweet—Improved

Ice Cream Very sweet, early melon for home or home market.

King and Queen (Winter Watermelon.) A Russian variety of fair size, round in shape; rind light cream with green striping; early.

Klondike The favorite brown seeded strain. Flesh deep red, stringless and melting. Seeds small, spotted white and brown. Weight around 25 pounds.

Kleckley's Sweet The skin is dark green, flesh bright scarlet, ripening close to the skin. Solid heart does not crack open when ripe. Sweet, sugary.

Stone Mountain Fine, large, nearly round melon. Tender red flesh. (Also called "Dixie Belle.")

Tom Watson Similar to Kleckley's Sweet, but still larger.

Citron Used for preserves. Pkt. 5c; oz. 15c; ¼ lb. 35c.

Water Melon—Larger Lots

Prepaid	¼ lb.	1 lb.	5 lbs.
All Water Melons.....	\$0.25	\$ 0.65	\$ 2.50

Ol' Rastus plods with shoeless feet,
To melon patch of "Kleckley's Sweet"
And for dessert, if he's not seen,
Grabs off a couple "King and Queen."

Herbs—10c Pkt.

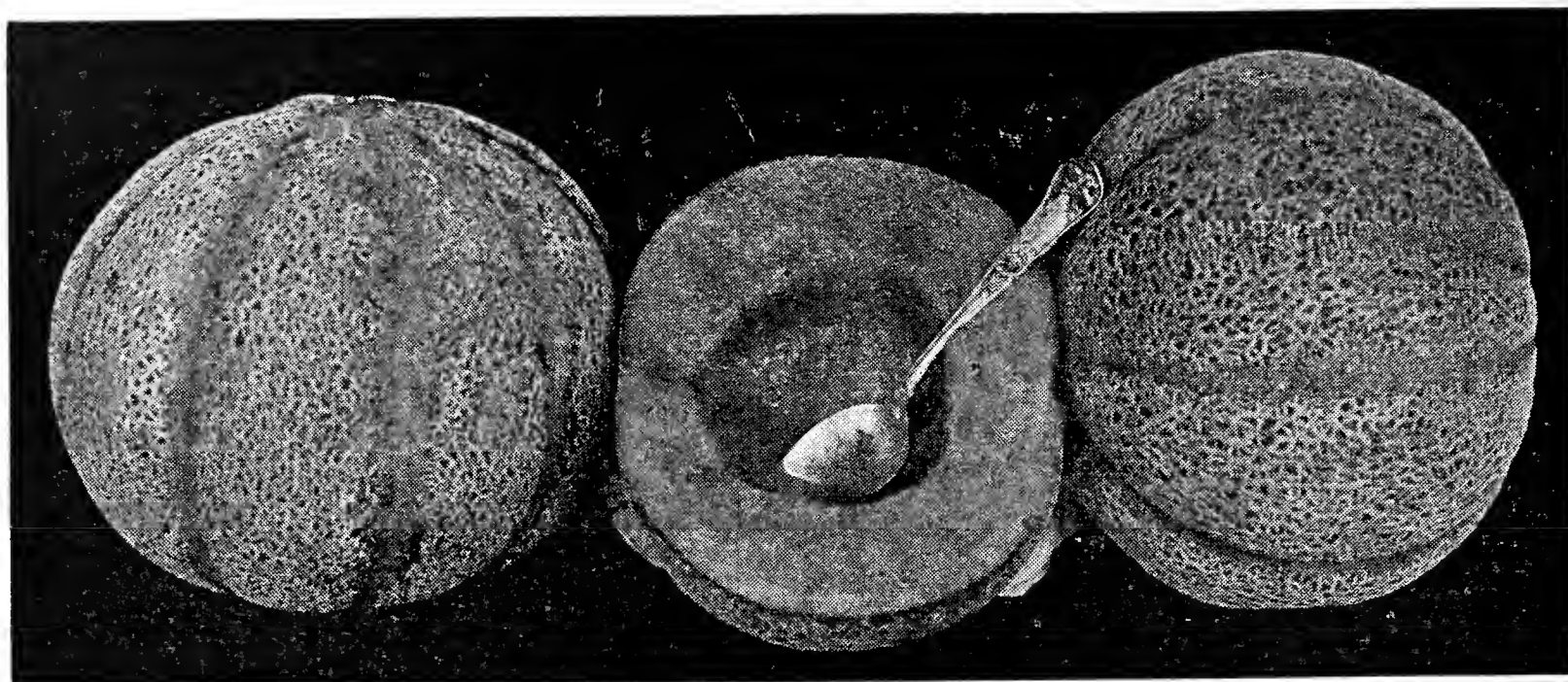
Caraway, Catnip, Coriander, Fennel, Lavender, Marjoram, Rosemary, Savory, Dill—Oz. 15c; Sage—½ Oz. 25c.

Kohl-Rabi

WHITE VIENNA. The best. Has flavor of cauliflower. Pkt. 10c; oz. 25c; ¼ lb. 70c.

Kale, or Borecole

Used for greens. Pkt. 5c; oz. 15c.



Greeley Wonder Melon—"Sweet as Honey"

Musk Melons, Prepaid

PRICES: All Musk Melons and Cantaloupes, LARGE PKT. 5c; Oz. 10c, Prepaid.

Rocky Ford The green meated strain. Discontinued. Plant the Hale's strains, now superior.

Hale's Best One of the best of the Rocky Ford type Cantaloupes. Early. Salmon-colored flesh. Good keeper and shipper.

Hale's Jumbo Similar in quality to the smaller shipping type, Hale's Best, but much larger. Hale's Jumbo is preferred by many for the home garden, also for nearby markets and roadside stands. It is rather large for crating, though sometimes nine can be put into a flat crate. Flesh thick and of deep salmon.

Emerald Gem Small, early salmon flesh melon, fine grained and sweet.

Mustard, Prepaid

OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 70c, prepaid.

Okra, or Gumbo, Prepaid

The green pods are used in soups, to which they impart a rich flavor. Pkt. 5c; oz. 15c.



Parsley

Culture: Soak seed in tepid water a few hours before planting. Cover ½ inch.

DARK MOSS CURLED. Fine for garnishing. Pkt. 5c; oz. 15c; ¼ lb. 35c.

Honey Dew Large late melon that ripens after being picked and stored, if fails to mature in field. Green flesh.

Banana Banana shape and banana-like flavor. Thick salmon flesh.

Greeley Wonder Earlier than Rocky Ford, and much larger. Does well wherever melons are grown. Salmon flesh.

Milwaukee Market Medium to large, oval, salmon-fleshed melon. Very prolific, vigorous grower. Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 80c, prepaid.

Musk Melon—Larger Lots

Prepaid	¼ lb.	1 lb.	5 lbs.
All Varieties.....	\$0.25	\$ 0.70	\$ 3.00

GARDEN LEMON. Very small. For pickles and preserves. Pkt. 5c; oz. 20c.

If you have room, you'll plant I hope,
Some large and luscious cantaloupe.
The Rocky Ford of former days
Has been improved in many ways.

LONG'S Parsnips, Prepaid



Culture: Sow early in deep mellow soil, pressing soil after planting.

HOLLOW CROWN. Large. Pkt. 5c; oz. 10c; ¼ lb. 25c; lb. 60c; 2 lbs. \$1.00, prepaid.

Onion Seed

Mountain Danvers (Improved A. L. Franklin Strain.) Rich golden yellow globe. Nearly as round, and sound, as a baseball. Early, good yielder, long keeper. Fine, both for high and lower altitudes. Pkt. 5c; oz. 20c.

Yellow Spanish The true mammoth yellow Riverside bronze-yellow globe strain. Pkt. 5c; oz. 20c.

White Spanish Like the Yellow Spanish, but white. Gigantic size. Fine. Pkt. 5c; oz. 20c.

White Globe Southport strain. Pkt. 5c; oz. 15c.

White Silverskin Early, good size. Pkt. 5c; oz. 15c.

White Barletta Small, very early. For pickling. Pkt. 5c; oz. 20c.

Red Globe Southport type. Pkt. 5c; oz. 15c.

Yellow Globe Southport type. Pkt. 5c; oz. 15c.

Yellow Globe Danvers Later than Mt. Danvers. Pkt. 5c; oz. 15c.

Onions—Larger Lots

Prepaid	1/4 lb.	1 lb.	5 lbs.
EARLY BARLETTA.....	\$0.60	\$ 1.80	\$ 7.50
MT. DANVERS, IMP.....	.50	1.40	5.75
SO. RED GLOBE45	1.40	6.00
SO. YELLOW GLOBE....	.45	1.50	6.50
WHITE GLOBE50	1.60	7.00
WHITE SILVERSKIN...	.50	1.60	7.00
WHITE SPANISH70	2.00	9.00
YEL. GLOBE DANVERS..	.50	1.50	6.50
YELLOW SPANISH.....	.50	1.40	6.00

An onion a day
Keeps Doc fer away.

Onion Sets

All our Onion Sets are Colorado grown. VERY solid, clean and uniform. Best in the world. (Write for prices on larger lots.)

Large Dry Onions for fall and winter use are easily raised from sets. Costs more to plant than seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is avoided.

Use the smaller sets for growing large bulbs. Plant hazel or tiny size, not the larger unless you have to. Smaller sets are cheaper even at higher price per quart, and make better matured dry onions. Larger or Regular Sets O. K. for green onions and come a little quicker.

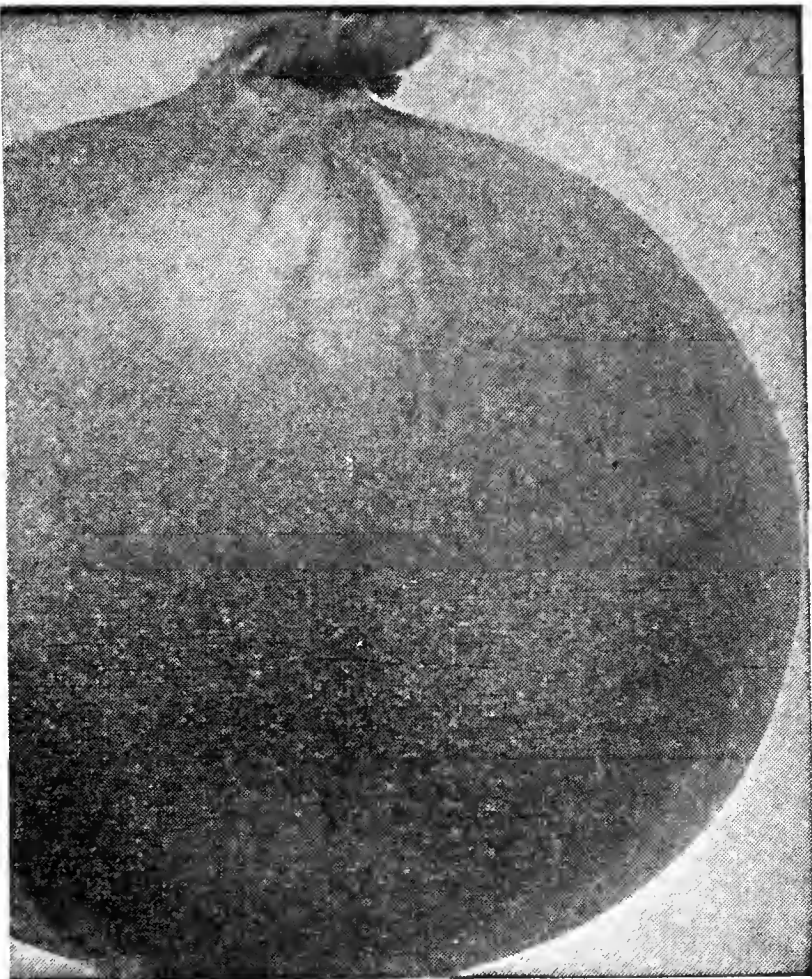
REGULAR SIZE SETS

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
YELLOW						
1 Quart....	\$0.23	\$0.24	\$0.25	\$0.26	\$0.27	\$0.29
2 Quarts...	.40	.41	.44	.47	.49	.53
4 Quarts...	.72	.76	.83	.92	.99	1.09
8 Quarts...	1.24	1.32	1.45	1.61	1.75	1.93
16 Quarts...	2.28	2.44	2.68	2.98	3.26	3.60

WHITE

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
1 Quart....	.25	.26	.27	.28	.29	.31
2 Quarts...	.46	.47	.50	.53	.55	.59
4 Quarts...	.82	.89	.90	.99	1.06	1.16
8 Quarts...	1.44	1.52	1.65	1.81	1.95	2.13

All sets 32 lbs. to bushel (1 lb. to quart.)



Mountain Danvers, Improved

Hazel Size Sets

Hazels are like other bottom sets but run smaller. The smaller size not only gives you about twice as many sets to the quart as ordinary sets, but also gives you a better set, for this reason: Many larger sets will send up a seed stalk, which causes a hard, woody center.

But Hazel Size Sets rarely produce seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

PRICES FOR HAZEL SETS
(About 300 to the Quart)

HAZEL	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
YELLOW						
1 Quart....	\$0.33	\$0.34	\$0.35	\$0.36	\$0.37	\$0.39
2 Quarts...	.61	.62	.65	.68	.70	.74
4 Quarts...	1.12	1.19	1.23	1.32	1.39	1.49
8 Quarts...	1.94	2.02	2.15	2.31	2.45	2.63

HAZEL
WHITE

	2nd Zone	3rd Zone	4th Zone	5th Zone	6th Zone	7th Zone
1 Quart....	.39	.40	.41	.42	.43	.45
2 Quarts...	.70	.71	.74	.77	.79	.83
4 Quarts...	1.32	1.39	1.43	1.52	1.59	1.69
8 Quarts...	2.44	2.52	2.65	2.81	2.95	3.13

"Tiny" Onion Sets

The smallest of all Onion Sets, about twice as large as garden peas. You don't need to set them. Just sow in a row like peas and cover about one inch.

They make onions much earlier than seed. Especially valuable for growing dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart.

YELLOW TINY SETS: Pint 35c; qt. 60c; 2 qts. \$1.00; 4 qts. \$1.80, prepaid, any zone.

WHITE TINY SETS: Pint 40c; qt. 70c; 2 qts. \$1.20; 4 qts. \$2.20, prepaid, any zone.

POPULAR, PROFITABLE PEAS

PRICED PREPAID

Alaska Early smooth pea, standing early planting. Pkt. 5c; 1/2 lb. 15c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Alderman The Tall Telephone type, but better than that good variety. Large pkt. 10c; 1/2 lb. 18c; lb. 35c; 2 lbs. 65c.

Ameer Almost as early as Alaska, but larger. Smooth seeded. Pkt. 5c; 1/2 lb. 18c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Dwarf Telephone A second early. Pods large. Large pkt. 10c; 1/2 lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Edible Pod Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt. 5c; 1/2 lb. 18c; lb. 35c.

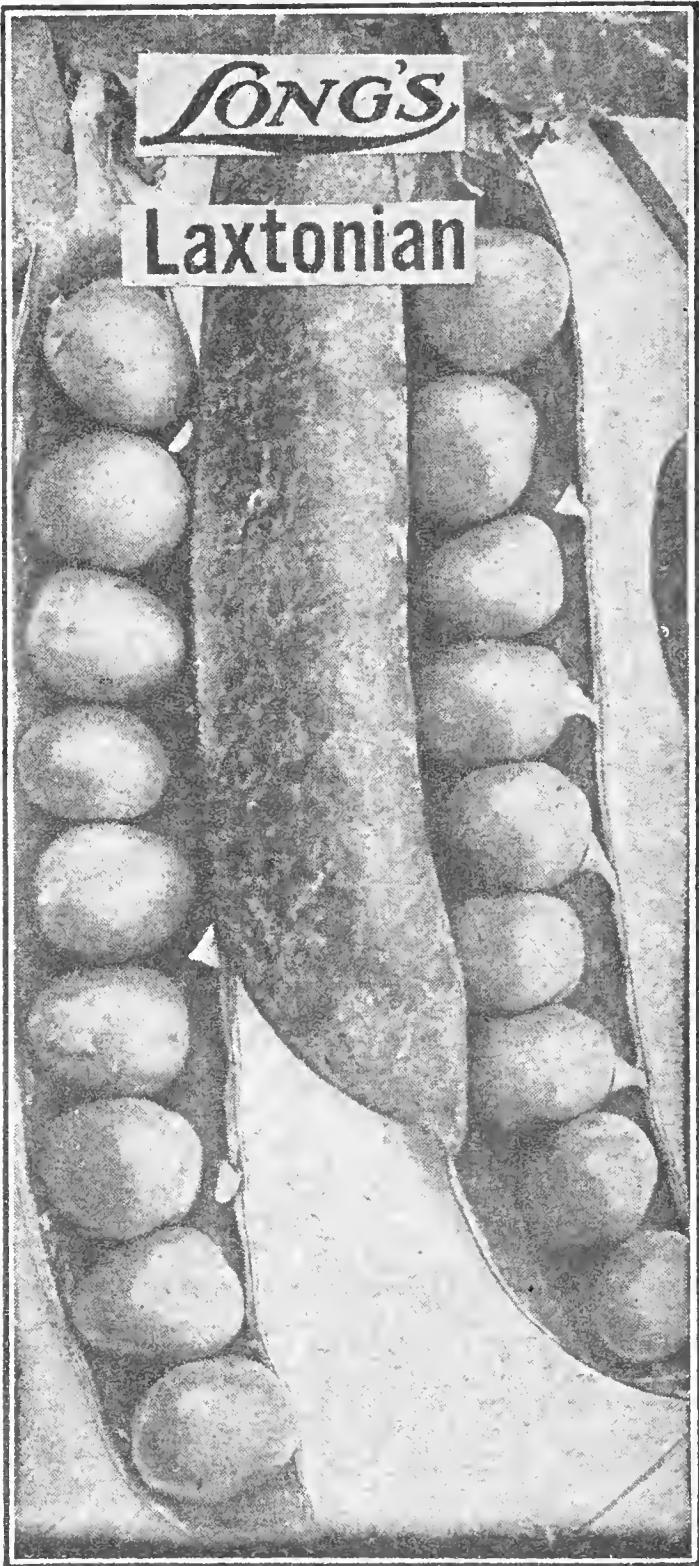
Everbearing (Bliss.) An old time late sort. (Stridah is ever so much better.) Pkt. 5c; 1/2 lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Large, Luscious Laxtonian This big variety is as early as the small American Wonder. Pods long, vines short. Peas are large, wrinkled, sweet, 7 to 10 in a pod. Require no staking. Peas easily gathered by the handful, and shelling of a mess is a short-job, on account of size of pods and peas. Improved strain. Extra fine. Large pkt. 10c; 1/2 lb. 18c; lb. 35c; 2 lbs. 60c; 3 lbs. 80c.

Little Marvel Early; vine short; pods not large, but always packed tight. Large pkt. 10c; 1/2 lb. 18c; lb. 30c; 2 lbs. 55c; 3 lbs. 80c.

Stridah A wonderful new second early, medium vines, giant pods, filled with large peas of splendid flavor. Plant and see what you discover. Large pkt. 10c; 1/2 lb. 18c; lb. 35c; 2 lbs. 65c; 3 lbs. 90c.

Aunt Lucy opens garden peas
By giving every pod a squeeze.
But soon, methinks, she'll rest her flippers
While shelling peas equipped with zippers.



Peas—Larger Lots

	Not Prepaid	5 lbs.	10 lbs.	25 lbs.
ALASKA		\$0.90	\$ 1.70	\$ 3.80
ALDERMAN		1.20	2.10	4.40
AMEER		1.00	1.80	4.00
DWARF TELEPHONE...		1.10	2.00	4.00
EVERBEARING		1.10	2.00	4.00
LAXTONIAN		1.10	2.00	4.00
LITTLE MARVEL.....		1.20	2.10	4.40
STRIDAH		1.20	2.10	4.40

Bear this in mind. The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Gradus, Stridah, Alderman, etc.—in fact, all the others in my list, are sweeter and should be planted fairly early.

Peas thrive best in the cooler early months of the season, and do not do very well from late plantings. Beans like hot weather but peas prefer it cooler. So plant liberally early in spring. Sow rather thick, using a pound to about 75 feet of row.

SONG'S Long Season Pea Collection

Plant these all same time, early spring best, and you will have a succession of luscious green peas for weeks.

1/2 lb. Alaska	\$0.15
1 lb. Laxtonian35
1/2 lb. Little Marvel.....	.30
1/2 lb. Dwarf Telephone18
1/2 lb. Stridah18
1/2 lb. Alderman18

Total value.....\$1.34

SPECIAL PRICE: \$1.00 FOR ALL

All Collections Prepaid

To prolong the season still more, plant Alaska and Laxtonian first and early. In week or so plant Blue Bantam and Dwarf Telephone. Then a week or 10 days later plant Stridah and Alderman. Don't hold any until late in spring. Peas do best if planted rather early.

Peppers

Prepaid

Culture: Sow $\frac{1}{4}$ in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches, after late frosts.

RUBY KING. Large sweet pepper. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 40c.

CHINESE GIANT. Larger than Ruby King. Mild. Pkt. 10c; $\frac{1}{2}$ oz. 15c; oz. 25c.

LONG RED CAYENNE. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c. "Full of pep."



RED CHILI. Small, red, very hot. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

PIMIENTO. Mildest of all peppers. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 45c.

NEAPOLITAN. Early. Fruit grow upright. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

HARRIS EARLY GIANT. Earliest of all giant peppers. Enormous fruits nearly 5 inches high and $3\frac{1}{2}$ inches through. Valuable for home or market. Pkt. 10c; $\frac{1}{2}$ oz. 15c; oz. 25c; $\frac{1}{4}$ lb. 75c.

WORLD BEATER. A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt. 10c; $\frac{1}{2}$ oz. 15c; oz. 25c; $\frac{1}{4}$ lb. 75c.

CALIFORNIA WONDER. Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh. Shape uniformly good. Not lopsided. Base level. Ideal for stuffing. A real wonder. Pkt. 10c; $\frac{1}{2}$ oz. 15c; oz. 25c; $\frac{1}{4}$ lb. 75c.

Rhubarb, Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt. 5c; oz. 20c.

Pumpkins, Prepaid

Small Sugar The good old yellow pie pumpkin. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 55c.

Large Field Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 20c; lb. 50c.

King of Mammoths Largest of all pumpkins, yet good for pies as well as for stock. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 30c; lb. 80c.

Best Rutabaga

Prepaid



A.M. PURPLE TOP. Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 70c; 2 lbs. \$1.20.

Rutabagas require longer to mature a crop than is needed for turnips. Better plant rutabagas before July 1st most sections. But turnips may be sown from early spring until August. Keep fresh supply coming.

Crisp Radishes for Home and Market . . . Prepaid

PRICES: All Radishes: Large Pkt. 5c; Oz. 10c.

Early Scarlet Turnip **WHITE TIP** (Sparkler strain). Quick growing, attractive.

Glass Or **CINCINNATI MARKET.** Corresponds to Icicle, but color is red.

French Breakfast Half long type. Soon gets pithy.

Saxa Exceedingly early bright scarlet round radish, with few leaves.

White Strasburg Similar to Icicle but Larger. Later.

Crimson Giant Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. Plant Crimson Giant and Icicle from early spring until September and have fresh, crisp radishes all summer and fall.

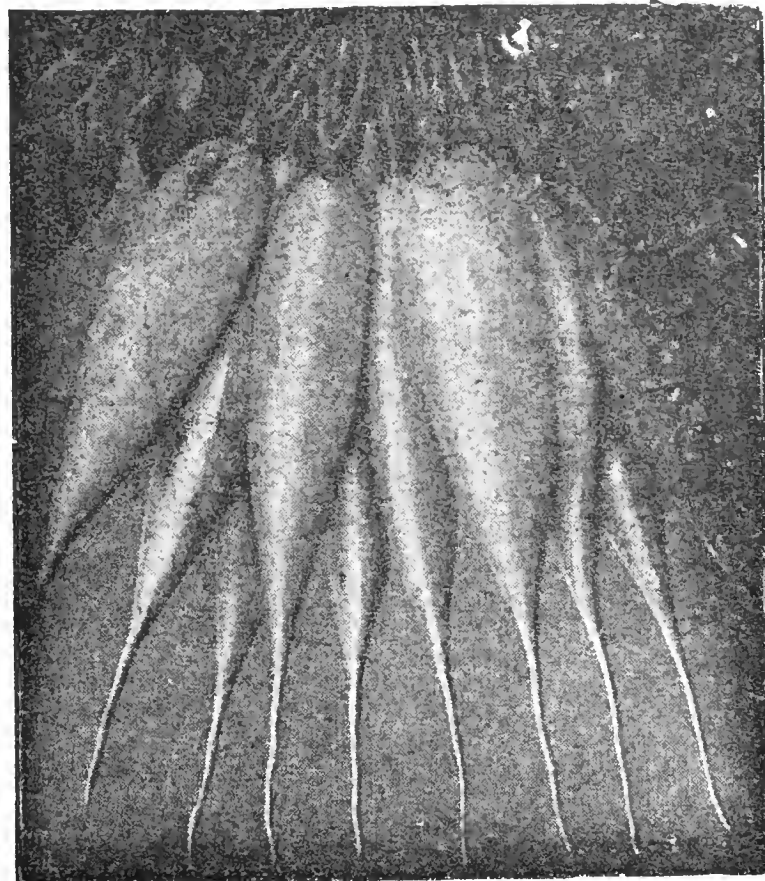
Chinese Rose (Winter.) Pink, oval or half long.

White Chinese (Winter.) Very large, mild and juicy.

White Icicle The name just fits. Is the earliest long radish.

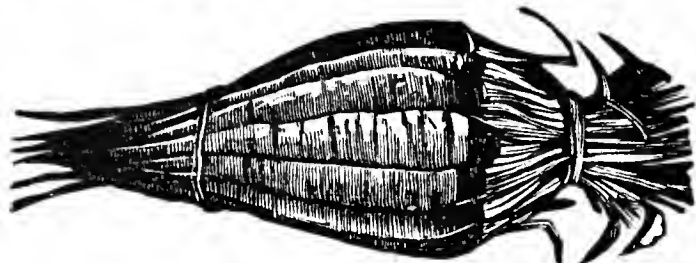
Radishes—Larger Lots

Prepaid	$\frac{1}{4}$ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.25	\$ 0.60	\$ 2.75



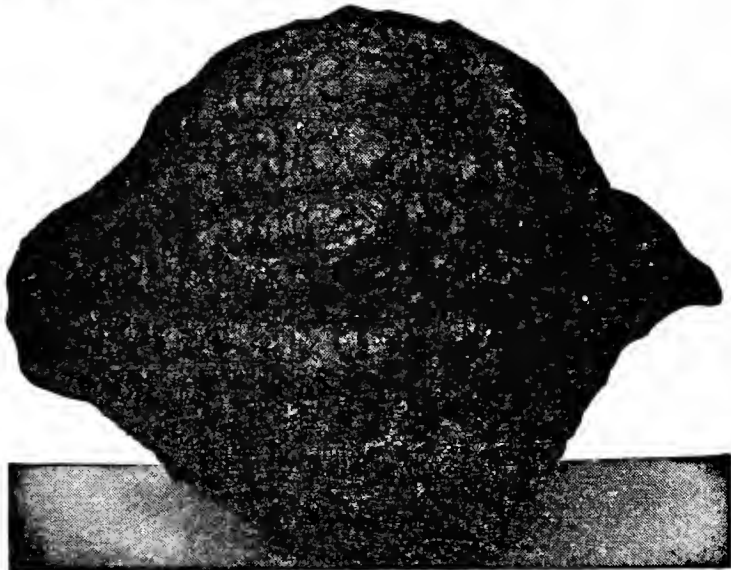
The Radish grows much like a weed. Just keep on hand some extra seed. And plant some every week or two. For fresh supply so crisp and new.

Salsify



(Vegetable Oyster.) Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Large pkt. 5c; oz. 20c; ¼ lb. 60c, prepaid.

Squash, Prepaid



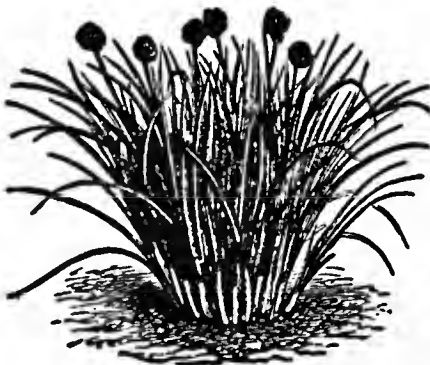
All Squash: Large Pkt. 5c; Oz. 10c.

TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth.
DELICIOUS. Varies in form and color.
WHITE BUSH SCALLOPED. For summer use.
STRAIGHTNECK. (Early Prolific.) Better than Crookneck. For summer. Bush plants. Fruits cream color, usable when 4 to 10 inches.
BANANA. When baked the thick golden meat is indeed delicious.
NEW TABLE QUEEN. Very prolific. Size 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Usually dark green but color varies. Served in halves, attractive and delicious.

Squash—Larger Lots

Prepaid	¼ lb.	Lb.	2 lbs.	5 lbs.
ALL VARIETIES...	\$0.25	\$0.75	\$1.40	\$3.00

Ma Hubbard should have grown some squash.
 Her dog might crave a bone, b'gosh,
 But Table Queen or long Crookneck
 A doggie's life would save, by heck.



Chives

Perennial herb. The leaves have a delicate onion flavor. For seasoning green salads. Lavender flowers. Seed, Pkt. 10c; ½ oz. 30c.

Spinach, Prepaid



All Spinach: LARGE PKT. 5c; Oz. 10c.

BLOOMSDALE, SAVOY LEAVED. One of the best early varieties. Popeye's favorite.
VIROFLAY. Vigorous growing early kind with large, thick, dark green leaves.
"KING OF DENMARK." Makes a quick growth of dark green leaves, large and attractively crumpled.

Spinach—Larger Lots

Prepaid	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.15	\$ 0.35	\$ 1.50

Old Popeye Sailor's strong and bold,
 When plenty Spinach fills his hold.
 'Tis said that iron it contains
 And grows like sixty when it rains.

Swiss Chard



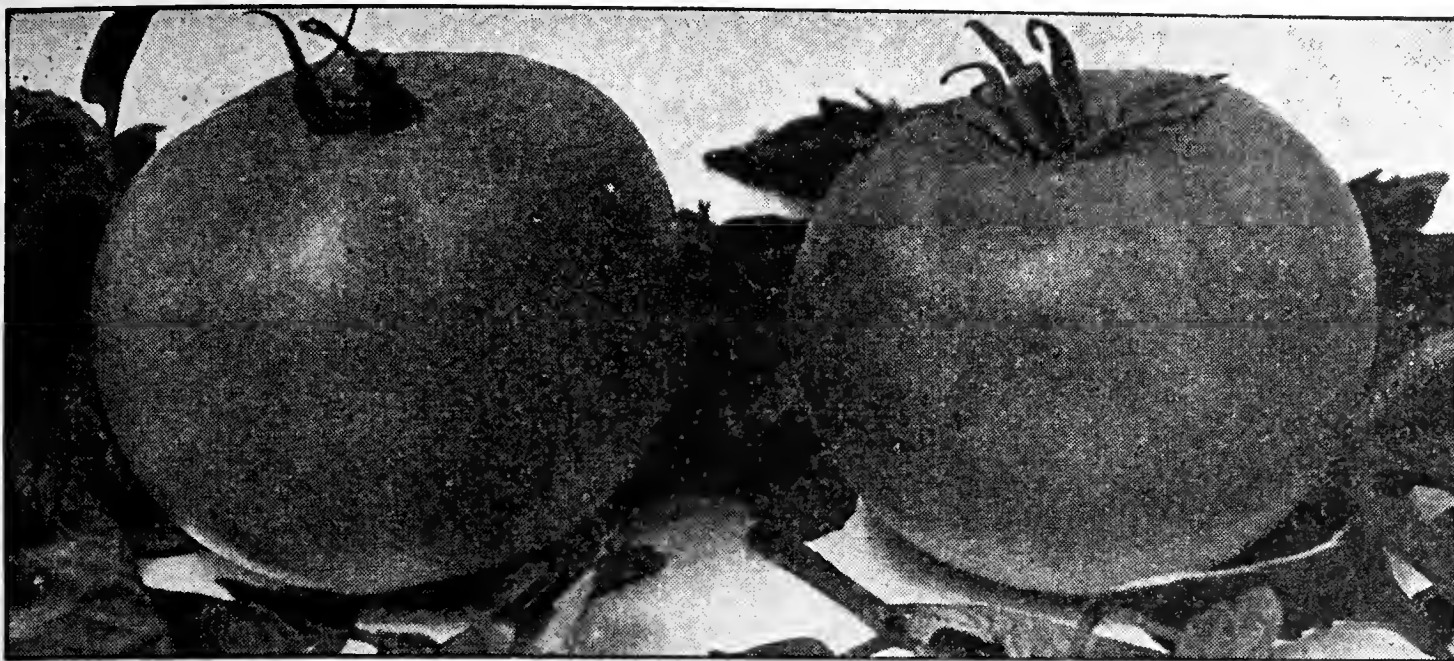
SWISS CHARD—Alias Spinach Beet. Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. **Don't dig up the root or cut off all the top.** Pull off the outside stalks. Others will keep forming from heart of plant. Large pkt. 5c; oz. 15c; ¼ lb. 35c, prepaid.

Another thing you shouldn't miss,
 That's grown and et by sturdy Swiss,
 Is Chard so good for folks and chickens.
 Its tender stalks grow like the dickens.

SELECT TOMATOES for Home and Market

PREPAID

Culture: Sow the seed in boxes in the house or in hotbed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm to start it.** (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants. Set plants deep in garden or field, about 3 feet apart.



The New "Penn State" Tomato—Early, Immense Yielder

The New "Penn State"

Very compact growth, due to self-pruning habit, which makes close planting possible. Its fruit, formed in clusters, is a rich scarlet. Foliage covers fruit well.

The shape is almost spherical, the "meat" dark red, with very little core. Few seeds. Very early. Yield heavy. (Pkt. 10c) (½ oz. 25c) (oz. 45c) (2 oz. 75c) (¼ lb. \$1.25).

Earliana Earliest red. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. 90c; lb. \$3.50.

Earliana (Special strain.) Seed from finest tomatoes and earliest. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

Bonny Best Bright scarlet. Early. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Chalk's Early Jewel Deep red. Pkt. 5c; ½ oz. 25c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

Livingston's Beauty Medium early, smooth, prolific, purplish red. Standard main crop variety. Pkt. 10c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.20; lb. \$3.90.

Ponderosa Largest of all tomatoes, sometimes rough. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

John Baer Extra early scarlet. Big yielder. Highly recommended by our Agricultural College. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

John Baer (Special strain.) Result of years' selecting. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

Marglobe Large, smooth, solid, bright red, resistant wilt. Pkt. 10c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.20.

Early Red Head A "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

Yellow Pear Small pear-shaped tomato for preserving. Pkt. 5c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.20.

Ground Cherry (Husk Tomato.) Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; ½ oz. 25c; oz. 45c.

Seldom anything gained, often time lost by setting tomato and pepper plants out before ground and weather warm.

In days when folks liked early risin'
Tomatoes were considered pizen.
But now they're put to many a use,
For health, they're good as orange juice.
(But don't quote me in California.)

TURNIPS, Prepaid

All Turnip Seed: LARGE PKT. 5c; Oz. 10c

EARLY SNOWBALL. Small, pure white, round, extra early; very tender and sweet.

EXTRA EARLY PURPLE TOP MILAN. The earliest of all turnips. Medium size.

EXTRA EARLY WHITE MILAN. Similar to Purple Top Milan, but pure white.

WHITE EGG. Quick growing egg-shaped, pure white variety, for spring or summer.

PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top.

AMBER GLOBE. Same shape as White Egg but color nearly yellow.

Turnips—Larger Lots

Prepaid	¼ lb.	1 lb.	5 lbs.
ALL VARIETIES.....	\$0.25	\$ 0.60	\$ 2.50

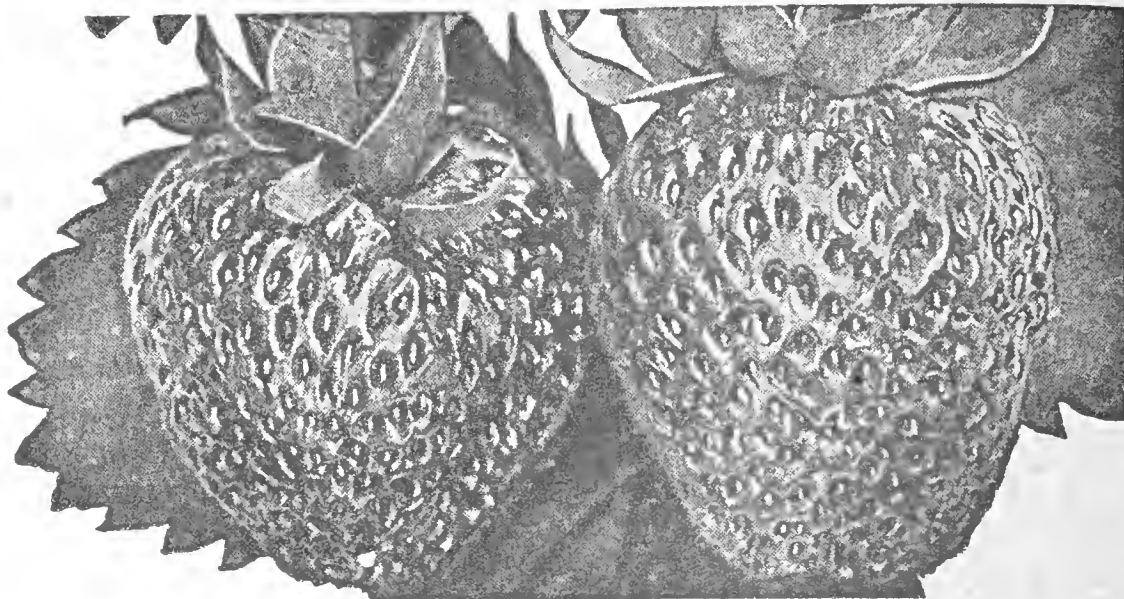
Sow Turnips early, sow 'em late
They thrive in every clime and state.
For winter use, sow late July,
The slogan says, if wet or dry.

MASTODON

Everbearing Strawberries

True stock, free from disease. My plants officially inspected and approved. You start right when you set out **LONG'S** true Mastodon plants. Only new plants sent out. Safe delivery of plants in good growing condition guaranteed.

MASTODON plants are very robust and thrifty. Plants set out in spring begin bearing in July or early August, continuing until heavy freezing weather. They start bearing again the following June. The dark green leaves are very large and of heavy texture, thus well protecting the berries from sun and rain. The berries are borne in clusters on strong stiff stems. Some of the larger berries will not go through the top of a quart milk bottle. (Prices below.)



PLANTS SHIPPED IN SPRING ONLY



Everbearing Strawberry Plant

I have drawn a mark suggesting about where to cut off the tips of the roots before planting. Tops should be trimmed also.

If you plant just one kind, then plant Mastodon. If plant both, better plant more Mastodon than Gem.

The "EARLY GEM" Everbearing Strawberries

The **GEM** doesn't make as large plants as the Mastodon. Gem plants run pretty small. But they "take hold" and establish themselves quickly.

They soon develop new leaves and begin blooming and sending out runners early.

I think it's best to pinch off first crop or two of blooms of any everbearing kind. But the "GEM" plants thrive and forge ahead even if berries are allowed to mature early in the season.

I'd say that **EARLINESS** is one of the outstanding valuable points in favor of GEM.

The berries are large, though do not average quite so large as Mastodon. Flavor is good.

Everbearers "stop and go." That is, they set a crop, then rest, then set another crop. GEM leads off ahead of Mastodon with first picking. After that the two are likely to work and rest at different times, thus insuring you a more uniform supply than either one variety could.

One scale of prices for **BOTH MASTODON AND GEM** plants. You can take part each of the two kinds to get the quantity prices.

Plants are put up in bundles of 25. So make up your order, for example: 25 of one kind and 75 of the other, or 50 of each kind, to get the 100 rate. Or, 150 of one kind and 250 of another to get the 400 rate, and so on.

PRICES: Prepaid within 5th zone.

(50 plants, smallest order packed, for \$1.00) (100 for \$1.80) (200 for \$3.40) (300 for \$4.80) (400 for \$6.00) (500 for \$7.00) (1,000 for \$13.50). (Not shipped beyond 5th zone.)

Write for prices for **STRAWBERRY PLANTS BY EXPRESS, NOT PREPAID.**

If want to give yourself a treat,
Plant Mastodons, so large and sweet.
They bear July till late in fall,
But plant **TRUE** stock, or none at all.

FROM _____

STREET _____

P. O. BOX _____

R. F. D. NO. _____

CITY _____

STATE _____

PARK
A 3c
STAMP
HERE

THE J. D. LONG SEED COMPANY

**BOULDER,
COLORADO**

U. S. A.

Thank You - *J.D.*

Business Terms—

Safe delivery guaranteed.
All goods prepaid, unless otherwise noted.
Cash with order, or ¼ cash, balance C. O. D. Please do not ask for any other terms. Money orders preferred. But don't hesitate to send your personal check. We will pay collection fee at our bank. Coins or stamps for less than \$1.00 O. K. with us.
C. O. D. orders. Bear in mind that C. O. D. orders cost you extra for collection. Note we require ¼ down payment on C. O. D. orders.

Goods priced prepaid will be sent by parcel post or express, our option. If you specify a certain way and the other is cheaper, you pay the difference.

We ship promptly, or notify you if goods are to be sent later. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait. (Seeds are usually shipped same day order is received.)
I want you to report errors. Just drop me a line stating the trouble. That's enough. Don't need to sass me.
NON-WARRANTY—Owing to many conditions that may prevent the best seeds from growing and giving satisfaction, we, The J. D. Long Seed Company, therefore, in common with other seedsmen, give no warranty, expressed or implied, as to growth, description, quality, productiveness, or any other matter of any seeds, bulbs or plants that we send out, and we will in no way be responsible for the crop. If the purchaser does not accept the goods on these terms they are at once to be returned, and the money will be refunded.

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Beets	51	Gourds	26	Ranunculus	22
Bent Grass	50	Gumbo	56	Rhubarb	59
Blue Grass Seed	50	Gypsophila	15	Rincinus	30
Boltonia	27	Helichrysum	18	Rocky Mt. Columbine....	10
Borecole	55	Heliotrope	28	Rock Garden Seeds	30
Brussels Sprouts	52	Herbs	55	Rose Moss	29
Butterfly Flower	22	Hit or Miss.....	30	Rototox	44
		Hollyhock	19	Royal Sweet Sultan	20
Cabbage	52	Hopi Bean	51	Russell Lupins	24
Calendula	21, 27			Rutabaga	59
California Poppy	10	Iceland Poppy	8		
Caliopsis	27	Iris	35, 50	Salpiglossis	30
Canary Bird Flower.....	27			Salsify	60
Candytuft	27	Japanese Hop	28	Salvia	15, 30
Cantaloque	56			Scabiosa	11, 30
Canterbury Bells	20	Kale	55	Scarlet Flax	30
Carnation	18, 27	Kochia	15, 28	Scarlet Sage	30
Carrots	53	Kohl Rabi	55	Schizanthus	22
Castor Bean	30			Sea Lavender	22
Cathedral Bells	28	Labels	30	Shasta Daisy	17
Cauliflower	53	Lady Slipper	27	Snapdragons	11, 30
Celery	53	Larkspur	25, 28, 64	Spinach	60
Celosia	27	Lavater	17	Squash	25, 60
Centaurea Cyanus	17	Lawn Grass Seed	50	Statice	22
Centaurea Imperialis	20	Lettuce	55	Stocks	30
Chinese Cabbage	52	Linaria	21	Strawberries	62
Chinese Forget-Me-Not...	27	Linum	30	Strawflower	18, 30
Chives	60	Lunaria	18	Sugar Beets	52
Chrysanthemum	27	Lupins	23, 24	Sunflower	15, 23
Citron	55	Mallow	17	Sweet Alyssum	15
Clarkia	16, 28	Marigold	1, 2, 25, 52	Sweet Corn	54
Clover	50	Mangels	52	Sweet Pea	13, 30
Cobaea Scandens	28	Mexican Fire Bush.....	15	Sweet Sultan	20
Coxcomb	27	Mexican Fire Plant	28	Sweet William	20
Columbine	10	Mignonette	29	Swiss Chard	60
Corn	54	Mile a Minute Vine.....	4		
Cosmos	14, 28	Money Plant	18	Tobacco Plant	29
Cucumber	54	Morning Glory	4, 5	Tomatoes	61
Cynoglossum	27	Muskmelon	56	Turnips	61
Cypress Vine	28	Mustard	56		
				Vegetable Oyster	60
Dahlias	48, 49	Nasturtium	5, 29	Vegetable Seeds.....	51-61
Dahlia Seed	28	Nicotiana	29	Velvet Trumpet.....	30
Daisies	15, 17, 28			Verbena	19, 30
Delphinium	3	Okra	56	Violets	22
Dianthus	29	Onions and Onion Sets....	57	Vitamin B ₁	44
Dictionary	24	Oriental Poppy	26		
		Ostrich Plume	27	Wall Flower	20
Egg Plant	52			Watermelon	55
Endive	52	Painted Daisy	15	Wild Cucumber	30
Escholtzia	10	Pansy	9	Wood Labels	30
		Parsley	56		
				Zinnia	6, 7



Annual Larkspurs

(sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts. Thin to 12 inches.

The Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. These Larkspurs branch from the base and have very long flower stems.

Here are the newest and most charming of this race of prize-winning Tall Double Annual Larkspurs.

**Field of
Super Majestic
Rose-Pink Larkspur**

Super Majestic Rose-Pink Larkspur

Now can be grown 5 to 6 feet tall. True base branching annual type. The long clean stems bear enormous double rose-pink blossoms. Lovely in garden, and grand for cutting. A Ferry-Morse origination. **Pkt. 25c.** (Photo courtesy SEED WORLD.)

Tall Annual Double Imperial LARKSPUR

Blue Spire Intense Oxford Blue. Best of the deep blue Larkspurs. **Pkt. 10c; ¼ oz. 30c.**

Carmine King Very rich carmine on salmon. The best deep carmine-rose of this type. **Pkt. 10c; ¼ oz. 30c.**

Coral King A new color in Larkspurs—blush pink, suffused coral. Florets large. **Pkt. 10c; ¼ oz. 35c.**

Dazzler Bright carmine. Early. Many branches from base of plant. Fine for cutting. **Pkt. 10c; ¼ oz. 35c.**

Exquisite Rose Improved strain. Rose pink. **Pkt. 10c; ¼ oz. 25c.**

Gloria A lovely tone of deep rose with no trace of Carmine. Splendid base branching habit. **Pkt. 10c; ¼ oz. 35c.**

Lilac Queen Rich lilac, shading to blue. (Award of Merit R. H. S.) **Pkt. 10c; ¼ oz. 35c.**

Los Angeles Rose with salmon sheen. Large. **Pkt. 10c; ¼ oz. 25c.**

Miss California Exquisite deep rose on salmon. Received Royal Horticultural award. **Pkt. 10c; ¼ oz. 35c.**

Rosamond Very early bright rose. Gold medal winner. (Stock-flowered type.) **Pkt. 10c; ¼ oz. 30c.**

Salmon Pink New Cocade type. Soft salmon-pink. Heavy base branching spike. **Pkt. 10c; ¼ oz. 60c.**

White King Finest of all white Larkspurs. Magnificent Hollyhock-like flower spikes 20 to 25 inches long. True Giant Imperial type, branching from the base. **Pkt. 10c; ¼ oz. 35c.**

Beautiful Blend Our own mixture of annual fine named variety Larkspurs. **Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 70c.**

"Dandy Dozen" Collection

One Pkt. each of the twelve 10 cent named Larkspurs on this page, PLUS one Pkt. Majestic Rose Pink—a "Baker's Dozen," in all. Value \$1.45. **SPECIAL, \$1.00, prepaid.**

"Snappy Seven" Collection

Our selection of 6 ten cent Pkts. named Larkspurs, plus one Pkt. "Beautiful Blend"—all for **50c, prepaid.**

The dozen Larkspurs on this page
Are large and lovely—all the rage.
They make a charming out door show,
And fine for vases, as you know.

THE J. D. LONG SEED COMPANY—Boulder, Colorado